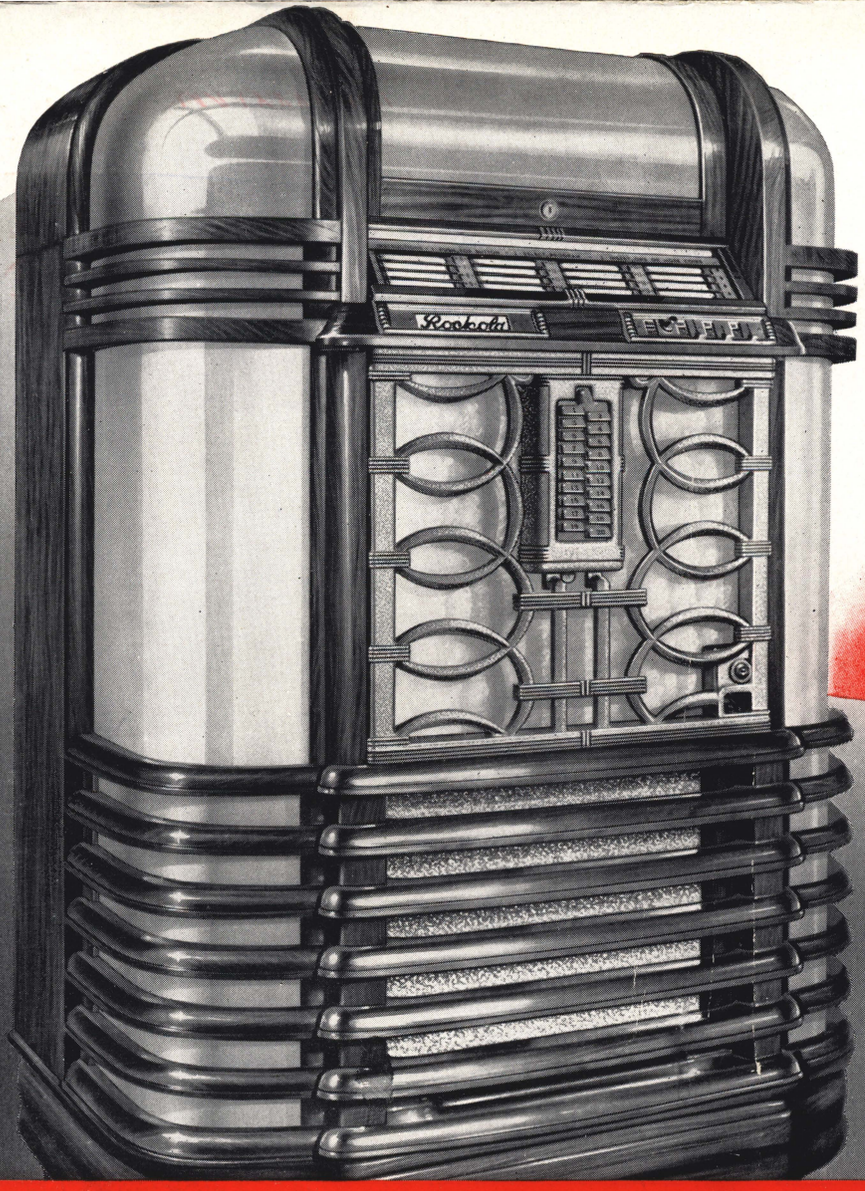
The Coin Machine Review • March, 1939



IT'S *Money Making Time*

FOR ROCK-OLA OPERATORS WITH *Luxury Lightup* PHONOGRAPHS

ROCK-OLA for 1939

"JIM" BOYLE OF OKLAHOMA SAYS:

"Three cheers for the new 'feather-touch' selector keyboard and the new improved automatic play register! They're both profit pullers."

B. D. LAZAR OF PENNSYLVANIA SAYS:

"Operators heartily approve the new 'front door accessibility to mechanism and cash box' on the new 1939 Rock-Ola phonographs."

A. J. LABEAU OF MINNESOTA SAYS:

"What a convenience for the location and what a time-saver for the operator is the new double cash box with automatic coin divider on the DeLuxe Model!"

WILLIAM NATHANSON OF CALIFORNIA SAYS:

"The tone is superb! Never heard anything like it before in phonographs or any other musical device. That clear, balanced tone is true-as-life. Wait until the customers hear it!"

W. R. HAPPEL OF WISCONSIN SAYS:

"The folks like Rock-Ola's new 1939 phonographs especially because they can enjoy its light-up effects no matter where they sit in the room!"

FISHER BROWN OF TEXAS SAYS:

"Rock-Ola's new 1939 Luxury Lightup Models unquestionably are tops in play-appeal and in money-making opportunities!"

H. G. HYDE OF FLORIDA SAYS:

"Congratulations in giving us the 99% slug-proof coin chute on the new 1939 models. The Lightup coin chute will aid the play."

1939 ROCK-OLA DELUXE MODEL

★

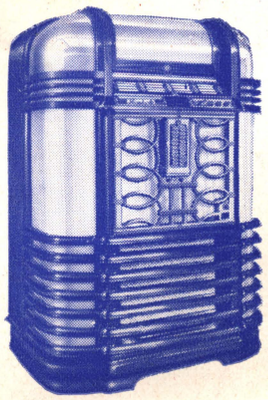
1939 ROCK-OLA STANDARD MODEL

★

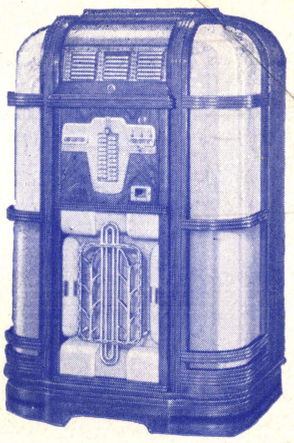
ROCK-OLA

MFG. CORP., 800 N. KEDZIE AVE., CHICAGO

★



WHAT PROMINENT WEST COAST OPERATORS SAY ABOUT THE



New 1939 Rock-ola Luxury Light-up Phonograph

I employ several men and my route is spread over a large territory. A service-call means expense. I now operate a large number of Rock-olas and save expense. There are practically no trouble-calls on the new 1939 Rock-ola phonograph.

FRANK NAVARRO,
Los Angeles, Calif.

There are many wonderful features incorporated in the 1939 Rock-ola. For instance, the slug-proof coin shute. It eliminates entirely the use of slugs. In my operation I find that this improvement alone increases my income from one to two dollars a week per machine.

A. C. WOODWARD,
Visalia, Calif.

I never try to save money when buying new equipment. I like the best, I buy the best, and I operate the best because it is better for my business. The 1939 Rock-ola phonograph, in my experience, is the outstanding phonograph available today from the standpoint of appearance, performance, and perfect tone quality.

DICK TALBERT,
Fresno, Calif.

I recently made an installation in Saticoy, 66 miles from L. A., and neglected to change the gear from 60 to 50 cycle which nearly cost me an excellent location This problem of changing gears has been entirely eliminated in the new 1939 Rock-ola which operates on any cycle current. That is one of the many reasons why I now operate Rock-olas.

R. H. CAUSEY,
Los Angeles, Calif.

BARGAINS FOR THIS MONTH:

7 Seeburg Crowns. Like new. Special price $235 each. Balance still due $235. Will transfer contract. No down payment.

Seeburg K-20 ..... 110.00

Rockola Rhythm-King. 12-record 45.00

ROCK-OLA 1939 PHONOGRAPHS ARE SOLD UNDER A MONEY-BACK GUARANTEE. MR. OPERATOR, WE HAVE A VERY GOOD DEAL FOR YOU. WE WILL GIVE YOU A VERY LIBERAL ALLOWANCE ON YOUR OLD PHONOGRAPHS.

WM. NATHANSON

Exclusive Rock-ola Distributor for Southern California and the state of Arizona

2835 WEST PICO STREET PArkway 9191 LOS ANGELES, CALIFORNIA

PERMANENT MONEY MAKER

Entire Purchase Price Returned on First Collection

PERMANENT SALESBOARD
FOR OPEN TERRITORY

LUCKY STAR FOR
CLOSED TERRITORY

PRICE
$17.50

LUCKY STAR
YOUR FORTUNE TOLD
5¢ — ONLY — 5¢
BLACK
Courage and strength are your best assets
YELLOW
October is your luckiest, the 10th month
GREEN
You will soon start on a 10 day journey
BLUE
Your ambition will be realized in 30 days
SILVER
Fortune will smile on you in 100 days
0 5 10 15 20

Two Games in One

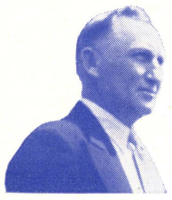
Each game equipped with two interchangeable faces.

Dimensions:
Height 13¼"
Weight 7¼"
Width 7¼"

Percentage Easily Regulated to Suit Each Individual Location

Fool proof guaranteed—cannot be tampered with like other machines on market.

Most amazing salesboard ever devised.
PAUL LAYMON



My collections on 20 Lucky Star Games in one week equaled the income of 42 phonographs.
H. A. PRESHER

Gross take	$150.00
Prizes paid out	110.00
Net profit	$ 40.00

TRY ONE AND YOU WILL BUY ONE-HUNDRED

50 of these low priced Permanent Salesboards will pay for themselves from the first collection. Just imagine the return of your investment from the first collection, and remember the prizes are easily regulated by simply increasing or reducing the number of prize balls.

Best on the market.
LOU WOLCHEL

The fastest money maker I have ever had in my equipment.
JACK GUTSHALL

For sale at all leading jobbers. Write or wire for exclusive deal.

LUCKY STAR MFG. CO.

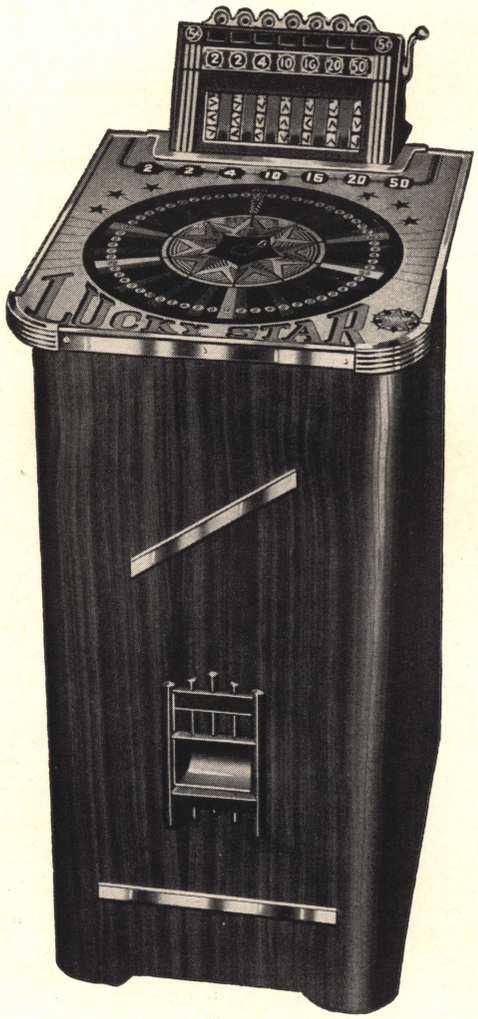
2835 W. PICO BLVD. LOS ANGELES, CALIF.

HITCH YOUR MONEY TO

EVANS'

Lucky STAR

GREATEST "BUY" OF THE INDUSTRY!



REVOLUTIONARY NEW FLAT TOP WITH 7-COIN EARNING CAPACITY AT THE LOWEST PRICE IN HISTORY!

A proven 7-coin producer . . . at a lower price than ever before possible! It's the biggest value ever offered . . . an investment that can't be matched for returns!

LUCKY STAR is fast! Exciting! Appealing! A modern version of the original Dewey machine . . . with every bit of its sensational appeal combined with the newest ideas of today! Simple as a-b-c to play. 7 colored numbers on the colorful field dial to choose from, or all 7 may be played at once! Each number represents its own odds. Pays out HIGHEST AWARDS of any machine of its type—from 2-1 to 50-1!

Evans' New Improved 1939 Coin Head protects your profits—stops cheating cold! Stops grief from slugs, gum, string, steel strips, etc. Engineered to accept the new Jefferson nickel!

Modern streamline cabinet of American walnut, 33" high, 20" wide, 23" deep—takes no more room than an ordinary safe stand! Spinner-Lite and same high standard mechanical perfection as famous Galloping Dominos! Latest recessed payout cup, silent action precision mechanism and every advance feature!

Order quick! You'll call it the luckiest buy you ever made!

$145.00

OTHER EVANS' WINNERS

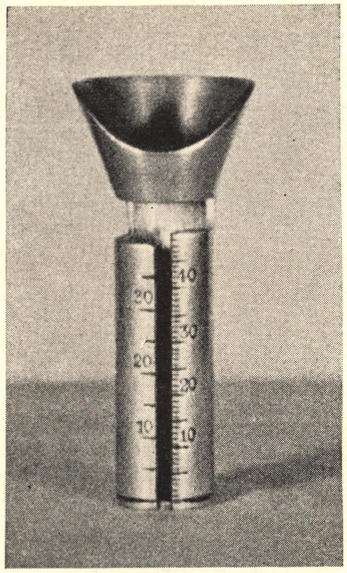
Lucky Lucre — Galloping Dominos — Bang Tails
Rolletto Sr. (Ideal for Clubs, etc.)
Pocket Edition Galloping Dominos

SEE IT AT YOUR JOBBER

OR WRITE, WIRE OR PHONE
HAYMARKET 7630

H. C. EVANS & CO., 1520-1530 W. ADAMS ST., CHICAGO

The COIN MACHINE REVIEW for March, 1939, Vol. 6, No. 9. Published at 1113 Venice Blvd., Los Angeles, Cal. FItzroy 8269. Paul W. Blackford, editor and publisher. Entered as Second Class Matter July 23, 1936, at the Post Office at Los Angeles, Cal., under the act of March 3, 1879.



2 IN 1 COIN COUNTER

Here's a counter that you can use on both pennies and nickels. The figures can't wear off and the slot enables you to see every coin or slug. This is the ORIGINAL one piece cast ALUMINUM counter. Don't confuse it with imitations. Equip your route men with the best; it pays in the long run. PRICE: $1.50 postpaid. Cash with order — stamps accepted.

Do you have "Key Troubles"? You can end them by using

VIKING'S "EASY" KEY RINGS

A FEW CENTS WILL BRING YOU KEY COMFORT

SEND IN YOUR ORDER TO-DAY

Manufactured Exclusively by Us and for the Operator

Thousands sold before they were ever advertised—Operators tell one another. Now used by Operators from Coast to Coast, in Canada, and in many foreign countries. Any key may be removed in an instant and replaced in an instant. Nothing to get out of order—will last a lifetime.

NOW MADE IN THREE SIZES:

No. 1-E (will hold up to 30 keys)——10c each, Postpaid
No. 5-R (will hold up to 100 keys)——35c each, Postpaid
No. 10-R (will hold up to 150 keys)——50c each, Postpaid

CASH WITH ORDER—WE PAY THE POSTAGE
(U. S. Postage Stamps Accepted)
FULL SATISFACTION ABSOLUTELY GUARANTEED

Annoyed by ? ? ?

SLUGS

Labels like these, gummed on face, only 15c dozen

VIKING SPECIALTY CO.
530 Golden Gate Ave.
San Francisco

NOTICE

$1000 Fine or 5 Years' Imprisonment is the penalty for using slugs or any substitutes for money in this machine.

—Sec. 5462, Revised Statutes of U. S.
—Sec. 282, Title 18, U. S. Code Annotated

Ball Gum

$6.00 per carton of 5000 gum balls
Free delivery on orders of two cartons.

Full Payment With Order

RECORD SHEETS

For Vending Machine Operators

Send 3c Stamp For Sample
VIKING SPECIALTY CO.
530 Golden Gate Ave.
San Francisco, Calif.

"MECHANICAL FINGER TOOL" for arranging Charms in Vendors
75c cash with order — postpaid

COIN WRAPPERS

Viking Coin Wrappers are now made in colors. Pennies red, nickels blue, dimes green, quarters orange, etc. These new Viking Coin Wrappers are made of the best genuine Kraft paper and are guaranteed to be unsurpassed in quality. Samples gladly submitted on receipt of 3c stamp.

TUBULAR OR FLAT—$1.00 per Thousand, Postpaid Anywhere (Write for Quantity Price)

Collection Books

50 duplicate reports and carbon paper to each book **7c** Each, Postpaid (less than ten—10c each)

ROASTED
SALTED
ALMONDS
grown in California

40¢
per pound
in 35 lb. cartons
Full Payment With Order, Please

CHARMS

MORE THAN 300 KINDS

Buy your charms from us in any way you like, either in assortment or in bulk. We specialize in supplying charms to large operators who necessarily must buy their charms as cheaply as possible. Just let us know what make of venders you operate and we shall supply the correct size charms. We have all kinds of charms including "Snow White and the Seven Dwarfs," Mickey Mouse, Pluto the Dog, Elmer the Elephant, Donald Duck, Popeye, etc. We also have large red skulls with rhinestone eyes, black dice set with rhinestones, small dice, either glass or celluloid or catalin, in many colors, etc. We have **IMPORTED** as well as **AMERICAN MADE** charms. Send 65c in postage stamps or otherwise for sample assortment containing 144 charms. Also write us what you want or need and we will then go into details.

VIKING SPECIALTY COMPANY

530 GOLDEN GATE AVENUE SAN FRANCISCO, CALIFORNIA
EINAR WILSLEV, *Owner and Manager*
LARGEST VENDING MACHINE HEADQUARTERS IN THE WEST

The ROWE SERVICE COMPANY

announces

the Opening of new Show Rooms

and Offices at

2811 South Hill St., Los Angeles, Calif.

to serve

All Automatic Merchandise Machine Operators with

ROWE

CIGARETTE, CANDY, GUM and MINT VENDORS

●

Rowe Manufacturing Company, Incorporated, announces a new policy making the famous merchandising vendors available to all operators throughout Southern California. The new policy makes it possible for all operators to share in the tremendous profit possibilities on the new improved Rowe Vendors.

Complete stock is now maintained in Los Angeles for immediate delivery. Operators are invited to call and inspect these new machines.

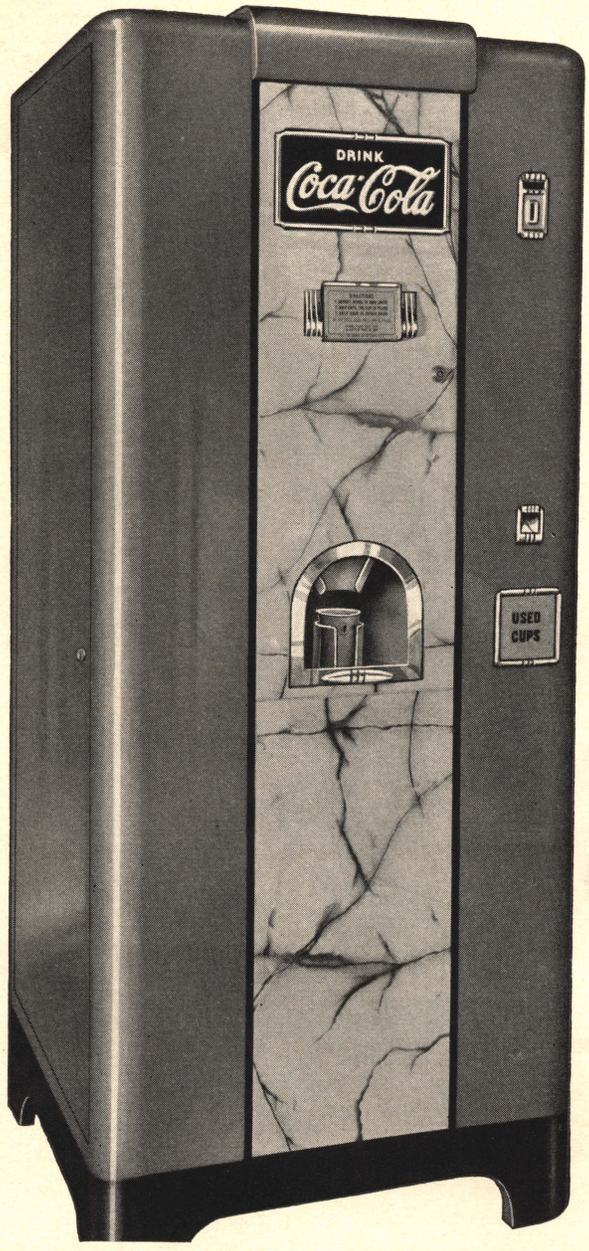
●

ROWE SERVICE COMPANY

2811 South Hill Street Los Angeles, California

PROspect 8888

ROWE MFG. CO., Inc., Main & Mill Sts., BELLEVILLE, N. J.



Bally 5-CENT CUP BEVERAGE VENDER

LIBERAL TIME PAYMENT PLAN

THE BALLY BEVERAGE VENDER is built for the average operator—REQUIRES NO PLUMBING OR WATER SUPPLY on location—is as easy to install and operate as any amusement table—in fact, easier because it's 100 PER CENT LEGAL everywhere—"stays put" on location twelve months a year—and, mechanically, is twice as simple as any game you've seen in years. The EXTREME SIMPLICITY results in a surprisingly low price for this type of equipment, and your investment is further simplified by Bally's new liberal TIME-PAYMENT PLAN.

TESTED TASTE APPEAL

INSURES PERMANENT PATRONAGE

Thanks to the EXCLUSIVE Bally Process—recommended by leading manufacturers of carbonic and fountain equipment—the BALLY BEVERAGE VENDER gives your patrons the true tang and flavor demanded by carbonic beverage drinkers—uniformly refreshing flavor and FULL GAS CONTENT no matter how many cups are drawn in rapid succession. ONLY BALLY offers you the APPROVED AGITATION-CARBONATION method which, not only insures "repeat play" patronage, but also SAVES YOU MONEY!

WRITE FOR MONEY-MAKING PLAN

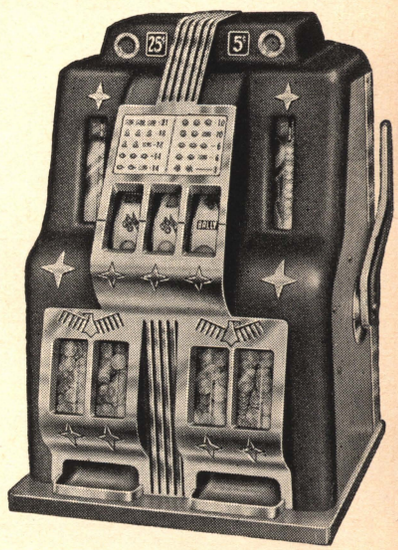
BALLY *double* BELL

DOUBLE PLAY! DOUBLE PROFIT!

Collection reports prove that BALLY BELL doubles or triples earning power of any bell spot. BALLY BELL not only doubles your bell profits, but also provides a golden opportunity to build up a lucrative quarter patronage in your nickel spots. The nickel side takes care of regular nickel trade, while the quarter side gathers plenty of quarters every collection. Both sides can be in play at same time or separately. Also available in double-nickel or double-quarter.

Write for new 4-page illustrated folder.

Write for literature on Bally's complete line!



BALLY MFG. CO. 2640 BELMONT AVENUE CHICAGO, ILLINOIS

Bally's New SPOTTEM

Operators! Here it is! The game you've been waiting for ever since Bally Reserve! Although not a reserve-type game, SPOTTEM is actually earning more than Bally Reserve at its peak—biggest collections in all novelty history! Money-making features galore—including fascinating SCORE BUILD-UP — MYSTERY "SPOTTEM" — OUT-BALL RETURN — and a simple, sure-looks-easy play appeal that guarantees constant repeat play . . . and the kind of collections you thought were a thing of the past!

5-BALL PLAY • FULLY METERED • ADJUSTABLE

Get back "in the bucks" again!
Order SPOTTEM today!

$89.50

FREE PLAY MODEL

(NOT BUILT IN REGULAR NOVELTY MODEL)

PACEMAKER

RESERVE-TYPE MULTIPLE

ALL THE FEATURES you've always wanted in a pay-table—combined in one great game! NEW ADJUSTABLE Sweepstakes (Reserve) Light. NEW PROJECTOR-TYPE Reserve Register. NEW ILLUMINATED PLASTIC ORNAMENTS in playfield and light-box. 4-WAY MULTIPLE. $45 TOP RESERVE. New money-making features galore insure biggest multiple collections you've ever seen.

Write for details and prices or see your Jobber today!

HAWTHORNE
10-WAY MULTIPLE WITH DOUBLE RESERVE
Still in production

EUREKA

FREE PLAY MULTIPLE

Now in FOURTH MONTH and still going strong! Why? Because EUREKA earns PAYOUT PROFITS in free-play territory. Operate WITH OR WITHOUT MULTIPLE! Operate as 5-BALL, 4-ball, 2-ball game — or ONE-SHOT! A gold mine any way you run it! Order EUREKA today.

PAY TABLE SIZE

$189.50

FULLY METERED

Traveling Show

finds new fields for coin machines.

By WILLIAM J. McNULTY

Coin machines and showmanship have been combined with remarkable success during the past few years by one of the industry's oldest distributors. Frank Elliott of Amherst, Nova Scotia, is a veteran of the trade and may be credited with foresight and ingenuity in developing new ideas and fields for coin machine operators.

One of Elliott's most recent exploits has brought him an invitation to the "Believe-It-Or-Not" Odditorium to be conducted by Robert Ripley at the New York World's Fair. The famous cartoonist invited Elliott after learning of his "longest tow without a motor" excursion that extended from the Atlantic to the Pacific.

The trip was made by Elliott in an old model T Ford, from which the motor had been removed. In its place Elliott and his companion, George A. Scott, had stowed their suit cases. In the back of the vehicle, were several samples of coin machines, used for demonstration along the route between Halifax and Vancouver.

In the opinion of Elliott, it was an excellent way to test new territory—and economical too. Five thousand miles without a gallon of gas is the story, and he sticks by it. So much so that he is seriously contemplating the trip to Ripley's collection of "hard to believe facts." The motorless jalopy will go along, of course, but it hasn't been stated whether it will be a hitch-hike tow, or by using more certain methods of transportation.

A previous adventure, that proved interesting as well as lucrative for Elliott, was a trip into the most distant inhabited regions of the North American continent. Visualizing new and greener fields, not to mention his urge to travel a bit, Elliott, who has long been a distributor and operator throughout the maritime provinces of New Brunswick, Nova Scotia and Prince Edward Island, chartered an auxiliary schooner and sailed for Newfoundland. Aboard with him were his wife and young son.

More than the display of various types of coin machines, was planned for this venture. A tent housed the collection of pin-ball games, jackpots, music machines as well as weight machines and gum, candy, and cigarettes. There were concessions for ice cream, soft drinks and candy. And, to attract the attention of the entire family, a small merry-go-round was set up.

The show angle was stressed at all times and the natives in the small fishing centers in this rather distant land welcomed the unusual form of entertainment. Hungry for amusement, the Newfoundlanders opened their purse strings and enjoyed themselves.

Although his entertainment was welcomed at every place he stopped, Elliott stayed only a few days at each port. In this manner he covered most of the Newfoundland coastal centers.

Their next port of call was the bleak islands of Saint Pierre-Miquelon, a French colony, for many years used as a base for liquor smugglers. Like Newfoundland, fishing is the basic industry.

Three weeks were spent at Saint Pierre-Miquelon. The members of the crew, many from smuggling vessels, that provided good wages, welcomed entertainment and a place to spend their money.

In opening new coin machine fields, Elliott benefited not only himself but the industry. He has to his credit Prince Edward Island, Newfoundland and Saint Pierre-Miquelon. Previous to his recent trip he introduced machines in many of the Nova Scotian countries.

Thus, the "Short Man", as he is known in the region that he works, is a leader in his field. It is the work of men like Elliott in districts that many operators would definitely shun as unprofitable, that helps to prove the unlimited possibilities of the industry. What will be done in the future in these outlying communities is hard to predict, however, one thing is certain—Frank Elliott will have a hand in the development. ●

MAILING LISTS

Newly compiled lists of OPERATORS. Worth many times more than we ask.

1,500	Texas Operators	$10.00
298	California Operators	2.00
154	Tennessee Operators	1.00
92	Louisiana Operators	1.00
108	Oklahoma Operators	1.00
112	Florida Operators	1.00
185	Mississippi Operators	1.25
102	Georgia Operators	1.00
171	Arkansas Operators	1.25
273	Operators in Colorado, Utah, Idaho, Arizona, New Mexico, Washington, Montana	1.75
292	Operators in Virginia, West Va., N. Car., S. Car., Alabama, Washington, D. C.	2.00
130	Kentucky Operators	1.00
200	Missouri Operators	2.00

The above States total 3,617 names. This entire list may be had for $17.50. Send remittance with your orders. Lists mailed within 48 hours after orders received. Also Eastern lists may be had.

SUPREME PRODUCTS CO.

333 N. Michigan Ave. Chicago, Ill.

Winner Sales Expands

CHICAGO.—Due to the increased volume of business enjoyed by the Winner Sales Company, the organization has been compelled to enlarge its quarters, according to an announcement made recently by officials of the organization.

A steadily increasing volume of business due to the popularity of Winner's 5-Star Final, Peckin' and Get-A-Hit jar deals taxed the capacity of the former plant. In order to maintain the high standard of quality always stressed by the organization, new quarters were needed.

"Winner values and deals that have always been sure money-makers will be better than ever," is the opinion of officials of the company, "and it is our desire to thank the thousands of operators for their confidence and friendship in the past." ●

MARCH, 1939

Subscription Order

COIN MACHINE REVIEW

1113 VENICE BOULEVARD
LOS ANGELES, CALIFORNIA

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CHICAGO, ILLINOIS

Please enter my subscription to THE REVIEW for:

_____ 3 Years . . . $2.00

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to start with the_____issue. A remittance in full is attached hereto.

NAME_____

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CITY_____STATE_____

OPERATOR_____ JOBBER_____

Zeigler Insurance Agency, Inc.

Buying a New Car or Service Truck, Mr. Operator?

Here's a timely tip . . . before you buy a car—new or late model used — investigate our finance plan which gives you lowest financing cost, small monthly payments, establishes bank credit, and allows you to transfer present automobile insurance to your new car without loss. Let us tell you about it without obligation to you. Call or write

ZEIGLER INSURANCE AGENCY, INC. 417 South Hill Street, Los Angeles

Michigan 0961

"I Went to Havana On One Of Those Cruises"

by Karl Schott

Prominent Yuma, Arizona, Operator

So I took a trip to Havana. As if to prepare me for some of the beauty that I was to see on the island of Cuba, the lovely city of New Orleans was the first stop of any length after leaving Houston, the starting point of my vacation jaunt.

I arrived in New Orleans, claimed by many to be America's most interesting city, after the long trip across the desert, prepared to spend several days in seeing the sights. Weeks could be spent in and about the town and one would still miss many of the beauties and points of interest. Famous Canal Street, America's widest business thoroughfare, with sidewalks paved with terrazzo marble, is a pleasure to see.

The Municipal auditorium, used for Mardi Gras balls, is a center of culture for the city. Other points of interest in this travel mecca are the Saint Louis Cemetery, with its tombstone inscriptions in French and Spanish and oven-like burial vaults; Montairie Cemetery, the most modern and beautiful in the country; the inner harbor navigation canal, dug at the cost of nearly $20,000,000; the Huey P. Long bridge, the finest span across the Mississippi river.

On to Tampa, and the adventure of Cuba. The P and O liner, Cuba, takes one via Key West and in a few hours docks at the city of Havana. The approach is one of the most beautiful sights on the trip. Morro Castle greets every visitor with impressive dignity. It is a touch of the Old World, so lasting in the memory of all who visit the island.

One is greeted at the docks by agents of all the leading hotels in the city. They swarm about you, talking of the merits of their respective hotels, giving cards, booklets, pictures and sales-talks that fairly daze the uninitiated.

All of the regular hotels are well constructed with marble and tile floors throughout, and attractively furnished with mahogany furniture and woodwork. The rates are very reasonable. On the door of every room there is a card indicating the maximum to be charged for the room. The rate is set by the Cuban government.

After checking in at my hotel, my first thought was "Sloppy Joe's." Fate had been kind to me and I found the bar but a short distance from the hotel. The history of "Sloppy Joe's" indicates a rather unique beginning. It is said that the place was originally a small bar in front of a grocery store and that water from the vegetable booths kept the floor wet and sloppy. And, as the story goes, a doctor from the States named the place "Sloppy Joe's," and it stuck. The supply of liquors and cigars is large and one's choice has little limitation. There are no tables but the stools offer delightful relaxation to any weary tourist.

The cleanliness of Havana is one of the most refreshing features of the city. Streets and sidewalks are always clean. Traffic is usually heavy and offers somewhat of a problem to visitors. There are no signals, with the exception of a few around Central Park.

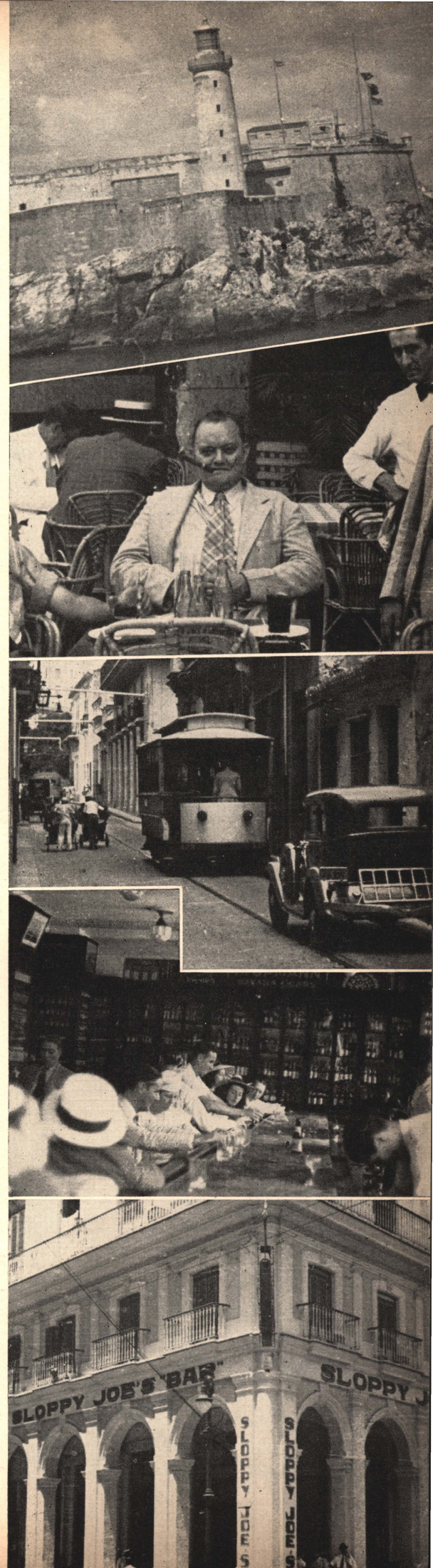
Many of the streets are narrow and one-way and when the pedestrian crosses the street he must watch all four directions as the system is usually "every man for himself." O'Reilly Street, one of the main avenues in the shopping district, is only wide enough for one car.

The Prado, a very beautiful street, was originally a fashionable residence district, but is now the location of many leading stores. Prado Avenue leads to the Malecon, or sea wall, from Central Park. In the center of the street, there is a wide walk-way made of beautiful terrazzo with rows of trees and marble benches on both sides. The groundwork is mosaic marble and is of the finest workmanship.

It is around the Prado and Central Park that much of the cultural and business life of Havana is found. A large two story building facing the park has a roof-garden with a theater where you may listen to musical programs and plays. On one street facing the park are several sidewalk cafes with orchestras and entertainers.

The National Capitol faces Central

— TURN PAGE —



SHOTS BY SCHOTT. Top to bottom: Morro Castle, a visitor's first greeting in Havana; Karl Schott enjoying a cigar, and other things, at one of the many sidewalk cafes; narrow streets of Havana carry every class of traffic; interior and exterior of the world famous Sloppy Joe's Bar. Here visitors from everywhere gather.

PACES—RACES—CHEAP

A1 CONDITION — SERIALS OVER 5,000

30 TO 1 WALNUT CABINETS USED VERY LITTLE

CHARLES PITTLE • NEW BEDFORD, MASS.

Park and is set in the midst of tropical gardens planted with the most colorful of flora. The building is one of the most beautiful to be found in Cuba. In the construction of the building over 65 varieties of onyx, jade and marble were used. All of the floors are of marble and terrazzo and only mahogany has been used for the woodwork.

In the floor at the center of the building, a large diamond has been set, a donation by the workmen. It is set in the center of a compass design and is the zero mile post of Cuba.

Everyone seems to take pride in their homes and insist on fine materials and workmanship. Along the water front drive one finds many homes built with no space between. They have iron grilled windows with shutters and large carved mahogany doors, which give the impression that no one lives in the neighborhood. When one is admitted they find luxurious dwellings with beautiful patios in the rear or center of the buildings.

In 1587 Morro Castle was constructed by the Spanish. Coral rock was quarried out for the moats and there was built the fortress of Castellode las tres reyes Del Morro—Castle of the Three Kings of Morro. The moat is crossed by a draw bridge. All about are prison-like rooms, vaulted roofs and dark recesses. When the Morro was occupied by a garrison the sharks gathered here for garbage thrown into the sea and it is among the traditions of Morro that through the sea passage the bodies of Cuban prisoners were cast to the sharks.

The stone building on the harbor side is a well equipped signal service station, the semaphore with its flags and signals announces to the town the approach of ships. Below the castle on the harbor side are the guns of the battery of 12 apostles.

There are many cigars made in Cuba and many modern factories are to be found there. Havana has interesting stores where fine clothing, jewelry, furniture and art may be found. In contrast to this, one may find a cigar store and saloon on almost every corner. It was interesting to note, that there are no slot machines or similar devices in Havana, however, in the suburbs and around the beaches a few slot machines may be found, as well as some novelty games. I noticed two ten-record Wurlitzer phonographs in Havana and a World Series marble game near the Capitol.

At the beach near Playa de Marianoa one may find beautiful casinos where the many games of chance are open to the public. Fine boat clubs and public bath houses with beaches that may be compared to the famous Waikiki of Honolulu are available to the tourist.

Many days may be spent visiting the spots of beauty and interest. There seems to be no limit to the trips that one might take. Thus, it was with some misgiving that I prepared to leave the grand city of Havana and return to the States. One never says good-bye for they know that they will always want to return again. ●

American Public

reported vending machine conscious.

CHICAGO.—The American public is vending machine conscious today, declares H. F. Burt, head of Automat Games. He points to the fact that scores of items are sold to millions of people every day through this quick, easy, profitable method of distribution.

"One of the fine features about such a business," he asserts, "is that when machines are placed at strategic points they constitute what might be termed a corps of salesmen who are working constantly day and night for the owner, without pay, and turning in all the profits. Many are attracted to this profitable business as a part-time proposition, since machines are serviced in spare time, thus giving the owners an extra income.

"The small investment required for the machines and merchandise is within the reach of practically everyone, enabling a man to go into a business of his own on comparatively little capital. It offers advantages which most other kinds of business do not have: There is no rent to pay, for instance, no losses from 'bad accounts,' no advertising expense, no payrolls to meet. And the scale of operation can be as large or as small as the owner wishes. The more machines he has working for him the bigger his total profit, of course."

Burt declares that the Silver King vendor was designed with the thought in mind of making operation simple, attractive, profitable, and almost self-enlarging. It is his belief that this machine is "without an equal in its field." ●

CMA Elects

NEWARK, N. J.—The following officers have been elected to head the Cigarette Merchandisers Association of New Jersey for 1939. John Sharenow, president; Max Jacobowitz, vice-president; Michael Lascari, secretary; Leonard Ziegler, treasurer; A. Breeze, sargeant-at-arms. Leon Eskin, Jack Grout, Michael Herman, Mrs. Babe Kaufman, Mrs. M. L. Lewis, Samuel M. Malkin, Charles W. Stange and Harry Zink comprise the Board of Directors. ●

OUR SUCCESS

HAS BEEN BUILT UPON OUR

QUALITY and SERVICE

Order From the Following List of Bargains and Convince Yourself!

33	Kentucky Clubs	$ 95.00
21	1938 Track Times	129.50
14	Red Head Track Times	73.50
8	Grey Head Track Times	49.50
4	Triple Entries	159.00
13	Derby Day Slant Top	43.00
6	Derby Day Flat Top	33.00
5	Track Odds	87.50
4	Tanforans	27.50
2	Dark Horses	23.00
3	Exhibit Races	32.50
1	Derby Day Console (Gottlieb)	29.00
11	Zetas	32.50
1	Bally Turf Special	43.00
3	Pamco Rosemonts	26.50
1	Bally Skillfield	39.50
17	Grandstands	95.00
26	Seabiscuits	95.00
15	Thistledowns	95.00
7	Sportpages	82.50
21	Fairgrounds	37.50
14	Fleetwoods	37.00
7	Hawthornes (floor samples)	149.00
1	Stoner's Champ	45.00
11	Klondikes	41.50
1	Big Race	42.50
15	1-2-3 (new)	90.00
8	1-2-3 (10 days old)	79.50
6	1-2-3 (reversed model)	35.00
3	Bally Stables	37.50
1	Bally Entry	39.00
14	Preakness	19.00

1/3 Deposit With Order—Balance C.O.D.

Modern Automatic Exchange, Inc.

2618 Carnegie Ave. Cleveland, Ohio

BREAK YOUR PROFIT RECORDS WITH BARREL OF ACES F-5075

You'll never regret investing in

BARREL OF ACES (F-5075)

The results are AMAZING. The barrel is overflowing with holes and the lucky ones choose the ones they want.

2295 holes and the top payout is $25.00

Takes in	$114.75
Pays average	59.29
Average profit	$ 55.46

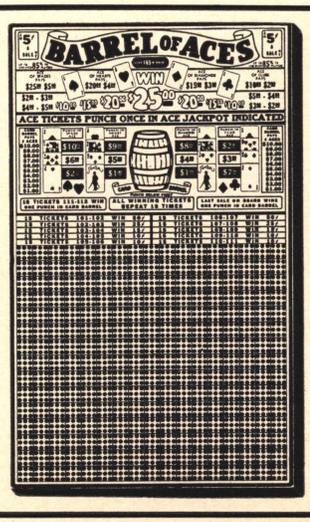
Price $3.71 each

It's A Sure Winner — Order Today

CHAS. A. BREWER & SONS

Largest Board and Card House in the World

6320 Harvard Avenue Chicago, U.S.A.



Spotting the N. Y. Operators

By IRVING SHERMAN

"Are we going places? You bet we are!", say the phonograph lads. They've doubled the quarters of the Automatic Music Operators' Association at 250 West 57th Street. Private offices for the executives have been arranged, another girl for the switchboard added and two more outside men taken on. In one year over 98% of the phonograph operators have joined the Association and more are coming in. Incidentally, Al Bloom has been made office manager and James Hicks, chief outside man.

Bert Lane, of Seaboard Sales, is a local boy making good. Since leaving George Ponser Bert has picked up a trick or two about selling coin machines. "You let the machine talk for itself," says Bert. "Halfway through you see the operator bleary eyed from listening and then you hop right over and close the deal."

New York operators have been wondering what was holding up the Vivadou perfume machines. Investigation disclosed that the laboratory was busy straightening out mechanical wrinkles and expects to have the machine ready in another month.

Lou Rose is eyeing 'em again . . . a sure sign that business isn't bad. One of the real pioneers in the coin machine business, Lou has been associated with Billy Gibson, Benny Leonard, Abe Attel and many others of the sport and fight game at various times.

Martin Berger, the Clark Gable of the cigarette crowd and talented president of the CMA, is in Philadelphia for a spell. Spellbinder, orator, executive and good fellow all around . . . that's Berger to a T.

Babe Kaufman is in the news again . . . this time on joining CMA. The "Babe" is going in strong for cigarette machines.

Irving Silverman, latest recruit of the CMA, is a shooting double of Al Lipshay, assistant to Joe Fishman of the Amalgamated Vending.

"Red" Johnson, cigarette operator, is at the controls. "Boys," he says, "we're out of gas and losing altitude fast. Man the parachutes!" The location: New Jersey. The spot: About five thousand feet up in the air. The plane starts to dive. It comes down faster and faster. The ground is only a few hundred feet away. "Mercy," shrieks a voice fumbling in the plane. What happened? For the sequel to this thrilling escapade see next month's column.

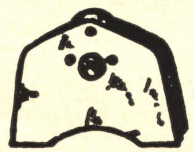
Back from sojourns in Florida, land of the warming sun and hotter eyefuls (California, please don't delete) operators are getting down to business.

Lee (Big Fellow) Rubinow gets sadder and sadder as the Automatic Music Operators' Association gets more powerful. Maybe it's because Lee feels that after this there's no more worlds to conquer. As president of the Association, and its untiring organizer, Lee got a big kick out of bringing order from chaos.

Did you know Harry A. Can Opstall is a singer? Basso at that!

The New York World's Fair has everybody excited. Gum, apple and cigarette machines of sleek modern design harmonizing with the motif of the Fair.

The boys are commenting on the steady progress being made by Mike Munves and his Acme Vending. Munves recently took over the business from L. Silverstein and Al Perlman. ●



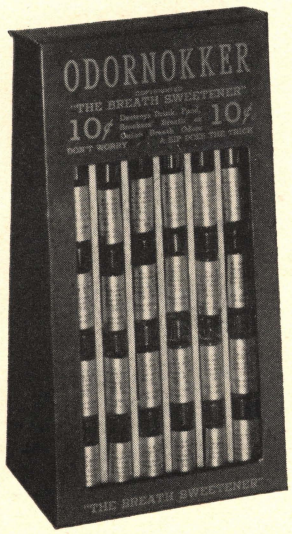
Percentage Regulators

Made of case hardened steel, with steel rollers. They fit perfectly on the star wheel of Mills, Pace, Jennings or Caille machines.
When ordering, state make of machine, also whether 10 or 20 teeth on star wheel.

PRICE
50c Each; $5.00 per Dozen
$32.50 per Hundred

M. T. DANIELS
1027 University Avenue
WICHITA, KANSAS

Increase Your Profits



ODORNOKKER
In modernistically designed case. Attracts attention, sells merchandise.

Install this new fast selling line on your route. Good for any type of location. Sure, easy profits insured for a small cost and a little time. Over 100% profit on each refill.

ODORNOKKER
is the finest breath conditioner available. Just a drop on the tongue and all odors vanish. Available in small neat bottles that retail for 10c each, mounted 24 in a case that sets on the counter.

ORDER TODAY
Any operator, anywhere may outfit himself with a sample display case. Send $1.25 for merchandise retailing at $2.40. Order as many as you need.

ODORNOKKER CO.
Los Angeles, Calif.
4992 Melrose GR. 2208

Philadelphia Coin Machine Operators' Association

President—MARTIN MITNICK; Vice-President FRANK ENGEL; Financial Secretary—BEN HANKIN; Secretary—JACK BRANDT; Treasurer—B. STEIN. Offices, Schaff Building, Philadelphia.

By HARRY BORTNICK

The most important affair of its kind ever presented by the local association will be the gala banquet at Benny The Bum's, Philadelphia's most imposing night club, on Sunday, March 12th. At this event all operators and their wives will be present as well as leading executives of all the manufacturers and distributors. Entertainment will be presented from all the clubs and theatres in the city to make the banquet one long to be remembered by operators in this city.

At the banquet the newly elected officers will be inducted into office with appropriate ceremonies, and while the entertainment committee promises that speeches will be held to a minimum, the executives will be permitted to say a few words.

Congratulations are due the entertainment committee for their efforts to insure that everyone will have a delightful evening. The committee members are: N. Chodaker, chairman; David Kulla; Frank Engel; A. Foster; A. Spiegal and Frank Urban.

The entire membership of the organization is now affiliated with the state organization.

The membership has been considerably increased and new members are: A. Foster, J. Gillespie, B. Jaffee, H. Margolis, C. Moye, H. J. Nawman, B. K. Seltzer, W. Weinstein, H. and J. Zazlow, A. Benoff, H. Rickhardt, S. Glassman, J. L. Harm and N. Jaffee, Roy Laundrey, Elias Mendelsohn and L. Brown, George Silverman, S. Snyderman, J. Silverman.

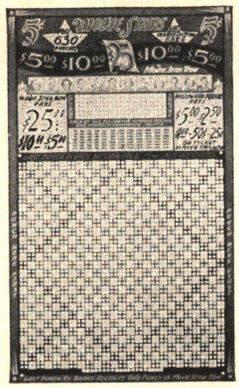
With this increase in membership the Association claims that it has practically every machine in the city bearing an Association label. In only a few years this organization has become one of the most powerful and influential operators' groups in the entire country. ●

* * *

"You say you never clash with your wife?"

"Never. She goes her way and I go hers."

Attention . . . . **VENDING MACHINE OPERATORS**
WRITE FOR FREE SAMPLES AND PRICES ON OUR NEW
PEANUT-SHAPED CHEWING GUM
Will vend in any peanut vending machine
A fast seller—people buy it because they like it
U. G. GRANDBOIS CO., KALAMAZOO, MICHIGAN



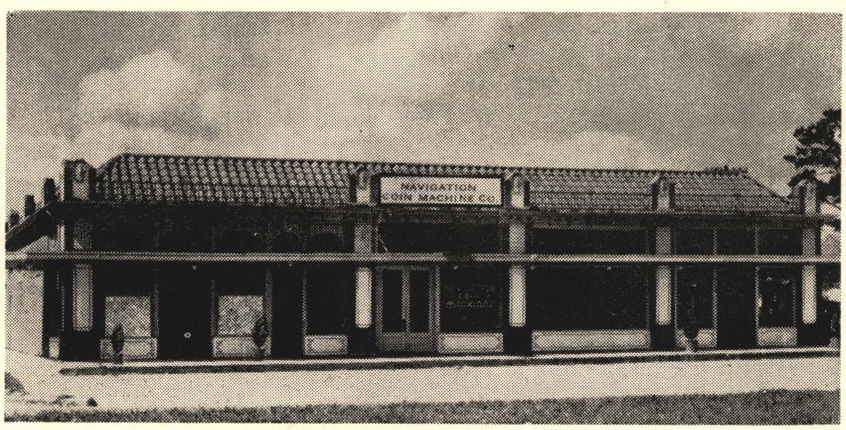
GLOBE 1939 SPECIAL

MOVIE STARS

A sensational step-up board featuring your favorite movie stars which invites fast play. A 2520 hole board at 5c a punch with 630 free punches. The Hollywood Square contains 132 tickets paying 25c to $5.00. The Movie Star Row contains 12 tickets paying $5.00 to $25.00. Takes in $94.50, average payout $42.28.

PRICE $4.90

Globe Printing Co. 1023 RACE STREET PHILADELPHIA, PA.



The imposing front of the Navigation Coin Machine Company in Houston, Texas. This year the firm is offering its customers a one week all-expenses-paid trip to Mexico City.

Texas

HOUSTON. — Including every known operator in the territory, the Music Operators Association Inc. of Houston, announces a 100% organization. Six operators were accepted as members at a special meeting February 23, making the organization stronger than at any time in its history.

Of interest to Houston and South Texas Music Operators is the announcement that Coin Machine Sales Company is now distributor for the Buckley Selective Wall Box. A. H. Shannon, manager of Coin Machines Sales, said that for three days following the showing of the box, every operator who inspected it purchased one or more. Shannon is one of the best known coinmen in Texas. Associated with him is George Wrenn, formerly of Dallas. It is stated that the Buckley Box, a proven product for over a year, has all the standard features as well as many that are new and exclusive.

Harold W. Daily, owner and manager of South Coast Amusement Company, is now distributor for the Mills phonograph.

An outstanding item of spring and summer equipment for the music operator is carried by Bickley Distributing Company. It is an outside speaker, adaptable, with proportioned volume control. The volume control, a small dial, may be located anywhere inside the building and controls instantly sound of outside speaker without interfering with the phonograph. Bickley announces that he is selling the speaker, together with rain-proof cabinet, adapter unit and proportion control, with 30 feet of cable, for less than list price of the speaker alone. ●

Mexican Trip

offered free to Navicoin customers.

HOUSTON. — In appreciation of the patronage of its customers, Navigation Coin Machine Co., with headquarters here, is planning a week's all-expense-paid tour into the heart of picturesque Old Mexico for those who trade with the firm. According to report the trip will include a stopover in Monterrey, one of Mexico's leading cities, located at the foot of the eastern division of the Sierra Madres where ideal climate is enjoyed the year around.

From Monterrey via the country's most scenic highway, guests will travel the 614 miles to Mexico City for a four-day visit to points of interest in and around the capital. Since the trip has been set for the time of the famous annual Independence Day Fiesta, the occasion will be a never-forgotten one, and the perpetual spring of the capital and the interestingness of old world arts and crafts and unusual forms of amusement will contribute further to enjoyment.

M. R. James, manager of Navicoin, who formerly was in the coin machine business in Mexico, says he has many surprises in store for the boys who make the trip—senoritas, charro contests, bull fights, cabarets, and other things too numerous to mention.

In addition to this trip, Navigation Coin Machine Co. is featuring a "delivered-to-your-door" price on their line of new and used equipment, enabling the operator to know exactly what his games are going to cost him "laid down." ●

Bally's Spottem

boosts production schedules.

CHICAGO. — Bally Manufacturing Company's new 5-ball novelty game, Spottem, has proven so successful that production schedules have been increased several times, according to President Ray Moloney. Discussing the new game Moloney states, "Not since the Bally Reserve kept the factory busy on day and night shifts have we been so swamped with orders."

Spottem has all the tantalizing 12-bumper appeal of Bally Reserve and all the slick simplicity and fast, flashy action of Bumper. Yet it is absolutely new and different. It permits the player to build up his own score by skill and features a clever mystery "Spottem" idea which is proving a strong repeat play stimulator.

The company reports a fine volume on their two reserve-type multiples, Hawthorne and Pacemaker, and anticipates an increased volume in the next few months. ●

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COIN MACHINE REVIEW

1113 Venice Blvd. Los Angeles

NAME AND NUMBER PLATES

"IDENTIFY YOUR MACHINES"

50	@ 7c	each	— Total	$ 3.50
100	@ 5c	each	— Total	5.00
250	@ 4c	each	— Total	10.00
500	@ 3½c	each	— Total	17.50

Write for Circular on

BRASS TRADE CHECKS

Polished brass or aluminum plates with your name and address, consecutively numbered, black enamel filled over-all size ¾" x 2½". Can have any lettering or numbering on plate within reason.

Established 1872

W. W. Wilcox Mfg. Co.

564 W. Randolph St., Chicago, Ill.

Modern Merchandising

Automatic Grocery

sets pace for future coin vending machines.

MEMPHIS. — That the future of the coin-operated dispensing machines is seemingly unlimited is being demonstrated again with the opening of another self-service store in a prominent business district. Using the Money Dozit method for the dispensing of food, the demonstration store was opened early in February, according to a report of the venture by Advertising Age.

The Money Dozit system is an application of the coin operated dispensing machine to the grocery field. The venture, sponsored by Fred Montesi, president of Liberty Cash Grocers, is revolutionary in scope and may be the beginning of new merchandising methods in the grocery business. The inventor, L. O. Garner, has been working on the plan for five years.

A very practical feature of the demonstration store is a drug section. By dropping a coin in the slot the purchaser will receive the nationally advertised brand displayed in the enclosed case. Sanitation is one of the important features of the new system. All cases are dustproof and protected from vermin and petty pilferers.

The elimination of manpower in the store is, of course, one of the recognized features. Even the necessity of a cashier is done away with through the installation of automatic money changers throughout the store. By dropping a quarter into the slot, the shopper receives four nickels and five pennies wrapped in cellophane as a protection against germs.

According to reports Mr. Montesi hopes to use the Money Dozit system in a chain of grocery stores that will be modern in every detail. Meats and fresh vegetables will be offered and it was hinted that the stores may include a line of quick frosted foods, coin-operated refrigerators already having been perfected. ●

Fruit and chocolate bars are popular even in the Arctic circle. Above photo shows an automat, vending chocolate and fruit bars for 10 and 25 ore, in Jokkmokk, Lapland.

* * *

Mr. Goldberg: "Say, suppose this party gets raided and we're brought to the station house. I'm leery on this proposition."

Mr. Levy: "That's a good idea. I'm Murphy."

Wrigley Report

suggests retailers watch advertising programs.

CHICAGO. — Retailers who form the habit of watching the advertising programs that are put behind the products which they are handling and purchase stock accordingly, will find a marked increase in sales and profits, is the opinion stressed in a report issued recently by the William Wrigley Jr. Company.

Coinmen should be interested in the report in that it directly deals with the type of merchandise they are handling and points out the benefits derived from using advertising as a sales stimulator.

"Many candy men," the report states, "have developed a habit of watching the sales promotion campaigns and advertising programs of manufacturers whose products they handle. In this way they follow the pulse of demand, a demand created largely through advertising, and order their stocks accordingly. Such procedure has brought big extra profits each month without added expense," it was asserted.

"Today when advertisers start a new radio program or put on a special advertising drive it frequently results in a quick and sustained rise in the demand for their products," the report continued.

"The candy man naturally benefits by these increases in popularity if he has sufficient stock on hand when the increased demand occurs. Alert buying methods are constantly becoming more important in retail business. Cut and dried methods of ordering stocks according to routine business needs no longer can keep pace with the quicker results of modern advertising," it is believed. ●

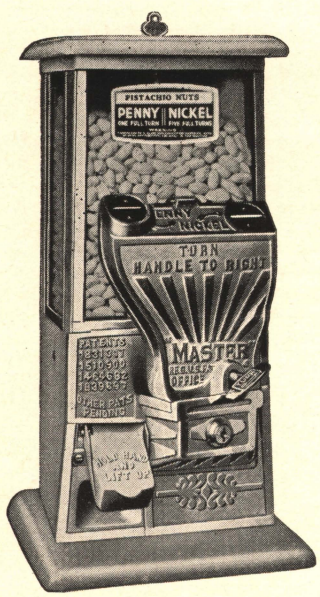
Coco-Cola Corporation

announces income of $7,363,846 for 1938.

NEW YORK.—In the annual report of the Coca-Cola International Corporation for 1938, made public by officials of the company recently, the net income was placed at $7,363,846. This figure was determined after all expenses had been considered.

The dividend payments on the Class A stock came to $568,932, leaving an equivalent of $35 each on 194,110 shares of no par common stock outstanding at the year end.

In 1937 the net income was reported at $7,420,022, or $35.11 a share on 194,908 common shares then outstanding. ●



MASTER No. 77
Two Machines In One
Penny — Nickel

We spent our time and money . . . to SAVE YOU TIME and to MAKE YOU MONEY!

Neither time nor expense have been spared in twenty years of developing The MASTER Merchandiser No. 77 to make it the most consistent dollar-for-dollar-return merchandiser on the market today. And 10 years from today your investment in MASTERS will still be producing solid, secure earnings.

See your nearest distributor for further details, or write us at the factory. On the Pacific Coast, see:

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2182 Pacific Ave., Long Beach

VIKING SPECIALTY CO.
530 Golden Gate Ave., San Francisco

MILLS-VIKING CO.
1403 W. Washington, Los Angeles

The Norris Mfg. Co.
Columbus Ohio

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Around Northern California

By DOROTHY PETSCH

SAN FRANCISCO (RC)—The scramble for space on Treasure Island is only one evidence that the 1939 Western Fair is a success. 145,000 attended the first two days, with the toll gate chalking up 500,000 by the end of the first week. Eating places still prove to be the main short suit, and it is for the building of new restaurants and dinner-dance-with-floor-show pavilions that most of the petitions have been received. In the meantime, Walter Oswald's candy and nut vending machines have been coming in for an overwhelming amount of play. Walter rarely leaves the island until long after closing time at ten o'clock at night, and services his machines several times a day. Popular opinion favors the vending machines more than ever, and many a Fair visitor has expressed the wish that an Automat could be established and thereby do away with the long queques outside restaurants and cafeterias. All additional building is taking place after midnight, and fair officials announce that the eating problem will be well in hand in less than a month.

Wolf Reiwitz, owner of Wolf Sales, is contemplating a move during this month. This will be the third since Wolf entered the vending machine business a few years ago; each time has meant larger quarters. Wolf's present establishment includes four adjoining offices, each one given over to a separate phase of his business, but Wolf has no privacy for himself or his business conferences and so he plans to take over and remodel a two-story building in the neighborhood. Here the entire second floor will be used for business offices, conference rooms, and storage.

Lou Wolcher, of Advance Automatic, has returned to his San Francisco fold after wandering about the country in search of winter fun. He finds business in very fine shape with brisk buying in the game field. For the first part of the month nothing could touch Chubbies. Every operator who came in wanted them, and shipments vanished as fast as they arrived. Keeney's Pot Shot and Genco's Punch-A-Ball has come to the fore this week. The most consistent money-maker, however, in Lou's opinion, is Mills' Vest Pocket Bells. It's good today and it will be good in ten years, he says.

Heine Grusenmeyer has been rewarded for good behavior during Lou's absence and been sent on a vacation to the South.

Ann Mandel's favorite is her radio lamp. Her bowling pin cocktail shakers are being placed in all the bowling alleys in San Francisco this month. Of late she has had so many rush orders that she can't get home in time to perform the duties of a good wife and when she does arrive her husband is staving off starvation by gnawing on a bread crust. Her aide-de-camp of late is a hairy youth resembling the old bushmen of Australia. Ann says his name was Tony Matulich before the 49'er celebration for the Fair came along and then he was so proud of the growth he could raise that he couldn't bear shaving it off. Operators have learned to leave their small children at home when they come to the Mandel establishment for one Matulick glance is enough to give the kiddies nightmares for a week.

Golden Gate Novelty has renovated its offices this month and dressed-up its show-room.

March 25 will find the docks of the Matson Line in San Francisco lined with tearful girls as Art (Heartthrob) Brant sails for Australia. Art has been interested in the exporting trade for many years and has built up a successful business in the South Seas and Australia. There are many problems there which operators on the mainland here do not encounter and Art would like to take a first-hand look at them. His stay will be indefinite.

John C. Dorser, owner of the Dorser Music Co. in Fresno, purchased the first 1939 Seeburg from the offices of the E. T. Mape Co. Vance Mape thinks this only natural since Dorser is the oldest phonograph man in California.

Johnny Ruggiero took his wife on a week's vacation the first part of March. This is the first real vacation they have had together and they decided to spend it quietly in the country.

Jack Douglas and his wife visited the Fair in San Francisco this month and purchased several new Rock-Olas for their Nevada Novelty Co. The Douglases make their headquarters in Sparks, Nevada, and bring the news that business is booming over there.

J. A. Rozis, of Vallejo, has organized a new company this month which will be known as the Modern Vending Service. The company not only sports a new car, but will increase its operating service in the field of cigarette, candy, and games.

Visitors in town are becoming more numerous since operators can use the excuse of business to get down to view the Fair, or vice versa. This month brought E. W. Ramsey and his wife from Marysville for small counter games and supplies, D. A. Woolsey from Stockton, Tommy Gion and Frank Marty from San Jose, A. Berman from San Luis Obispo, S. R. Anderson from Santa Rosa, and S. Enea of Pittsburg all for counter and pin games. Floyd Knudson, of Fresno, is planning on enlarging his music route to include table games and made a large purchase of the latter. Gus Jensen, of Eureka, bought $3000 worth of nut and almond vending machines. W. D. Tanner of Fresno and J. Arnold of Los Angeles bought peanut machines and table games.

Mrs. Vernon Meeker bought some machines and supplies for her husband's Santa Rosa route. Fred McNeil invested in 100 Viking Triplets for his Bakersfield locations. Ed Tarkasian loaded up with candy and cigarette machines for his new Fresno route. Sid Simpson added some new candy, cigarette, and candy machines to his large San Jose business. Amos Branscomb visited the Bay area from Eureka and took back supplies for his candy and nut machines. R. W. White bought new slots for his Cupertino locations.

In fact it looks as though business around the Bay district is over the Winter hump. ●

RECONDITIONED and GUARANTEED GAMES IS WHAT WE SELL!

Fairgrounds	$60.00
Fleetwoods	55.00
One-Two-Threes, rebuilt	80.00
Golden Wheels	25.00
Fotofinishes	30.00
Turf Champs	20.00
Magic Roll	20.00
Snacks	17.50
Stewart McGuires, Brand new	10.50
Tallies	17.50
Sparks, with jack-pot	22.50
Kounter King	10.00

We also carry a complete stock of rebuilt slot machines. A post card or letter will bring you lowest prices possible.

WOLF SALES CO., INC.
1103 GOLDEN GATE AVENUE
SAN FRANCISCO, CALIFORNIA

"HANDY" Is The Word . . . .

for the service that the Lou Wolcher Company is always ready to give. With unequalled railroad and shipping services available, any order may be filled immediately from our large stock of coin machine equipment. Foreign operators: Use our cable address, "PINGAME."

NEW EQUIPMENT . . .
All the latest. If we don't have it we can get it for you on short notice. Let us know your needs, we guarantee satisfaction.

USED EQUIPMENT . . .
of every type, completely reconditioned and ready for locations. Complete variety of all types of equipment.

The LOU WOLCHER COMPANY
(ADVANCE AUTOMATIC SALES CO.)
1021 Golden Gate Avenue San Francisco

Operators

ATTENTION!

2	Bally Stables	$45.00
6	Racing Forms	35.00
4	Golden Wheels	25.00
8	Classics	20.00
5	Turf Champs	20.00
10	Daily Races (Repainted)	17.50
1	Keeney Ball Park	30.00
25	Bally Bumpers A-1	7.50
5	Reel Spots (Newly Repainted Counter Games)	6.00

All Guaranteed in A-1 Shape. Will sell any part or trade on Rock-Ola or other Loboy type scales.

Notice: will deliver any 2 games 100 miles free of charge.

We have in stock over 500 blank punchboards of any size. We have the board or boards you need.

LEWIS LEIBEE

524 E. Seventh Street
Hanford, Calif.

Supreme, the novelty game with kicking bumper feature, has caught the eye of Art Nyberg of John A. Fitzgibbons, Inc., and he's trying his hand at it.

Pacific Northwest Patter

By LOUIS KARNOFSKY

After being manager of the Thomas Gum Company for the past eight years, Harry Herbert has resigned to go into the operating business under his own banner. He will concentrate on scales, phonographs and merchandise machines. An office has been established at the old Thomas Gum location on First Avenue, which will also act as headquarters for Phonograph Operator Ray Corbin.

New head man at Thomas Gum-Interstate Sales' Seattle office is Charley Allen, a veteran operator, who not only knows all the tricks of the operating game but all of the choice stories. "I'll never forget that location man in Montana in the automatic phono's early years who approached me and asked how much I wanted to install a phonograph in his beer parlor. I told the chap I would have to collect $40 a week out of the machine in order to keep it on his location. The fellow agreed. At the end of the first week I went around to make the collection. The cash box totalled exactly $38. The location man went to his cash register, whipped out two dollars and slapped them on the counter. 'I promised you $40 and there you are,' he told me. Well, I counted out the location's percentage and turned it over to the chap. 'What's this for?' he wanted to know. I told him it was his share of the receipts. He looked at me goggle-eyed for a minute, like a youngster who suddenly makes the discovery that there is a Santa Claus; then he turned to the crowd in the beer parlor and shouted: 'Gather round, boys; the drinks are on me.'"

"Variety is the spice of life." That slogan has at least one active sponsor in the Northwest in Bert Farmer, the digger man. Bert believes in variety in his office and shoproom set-up, because for the last six months, Superior Distributors have undergone one revision after another. Is there an architect or interior decorator in the house? Bert could use a fellow like that on a full-time basis.

Coinings on the Cuff: Speaking of changes in offices and shop-rooms, Jack Moore's have undergone a similar face-lifting. Carpenters have installed a private office. . . . So Jack Benny and Fred Allen think they have a feud, eh? Well, Earl Heroux has purchased a dandy little speedboat, and if Coin Row's citizenry will exert a little pressure, they may be watching the Coin Machine Speedboat Classic from their front doors this summer. It will be "Speedboat" Johnny Michael vs. Heroux. . . .

"Badge" Bagley, formerly a digger operator at Marshfield, Oregon, has joined the staff of Superior Distributors. "Badge" is the first man to operate diggers in the Pacific Northwest, having started his coin machine career in Seattle in January, 1932. . . . Number Two in joining the digger service is Bill (W. C. Fields) Staed, who started shortly thereafter. . . .

Traffic along Coin Row must be very, very heavy or the street must be very, very old, because repair men spent considerable time last month putting the cement surface in good working order. . . . A honey if there ever was one: Rock-Ola's new Lightup phonograph. . . . House work and office work don't mix very well, as far as the fair sex is concerned. Sybil Stark was feeling athletic and decided to give the ol' home a good going over. She did. Now a combination of muscular strain and charley horse make it very advisable for her to remain seated as much as possible. . . . Which reminds us that learning how to skate produces the exact opposite effect—it is very advisable to keep away from the seat of a chair. ●

* * *

She: **Nope, I don't go to college and I'm proud of my ignorance.**

He: Well, sweet thing, you've got a **lot to be proud of.**

Supreme **BRASS CHECKS** *are Highest Quality-Priced Right*

for PIN GAMES

	1c	5c	10c	25c
5000	$4.50 M	$5.00 M	$4.50 M	$6.00 M
1000	4.75	5.50	4.75	7.00
500	3.00	3.50	3.00	4.50

Nickel plated checks add $1.00 per M to above prices.

Terms—One-third Cash—Balance C.O.D.

SUPREME PRODUCTS CO.
333 N. Michigan Ave., Chicago, Ill.

GOOD FOR AMUSEMENT ONLY

No Cash Value
Solid or with Holes

The
HUB ENTERPRISES

8 Keeney's Late Model 1938 SKILL TIME $139.50
10 Daval ODD BALL, Reserve Jack Pot Model $42.50

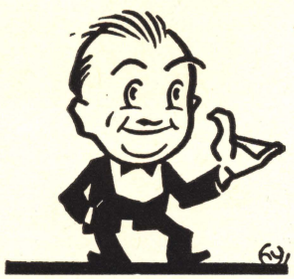
7	Stoner Zeta	$20.00	
4	Gott. Derby Day Consoles, 9 Coin Play	$69.50	
12	Jenn. 5c Silver Chiefs, Like New	$44.50	
10	Mills 5c Melon Bells, Like New	$47.50	
10	Paces 1938 De Luxe, 5c Play, Like New	$39.50	
14	Bally Fairgrounds, all large pks.	$39.50	
9	Mills 1-2-3, large pks.	$35.00	
3	West. Paddles	$29.50	
21	Golden Wheels	$12.50	
20	Wurlitzer 412 Phonos	$69.50	
22	Wurlitzer P-10 Phonos	$35.00	
65	Northwest 1c Peanut Machines Like new	$4.75	
7	Mills Big Race	$37.50	
9	Bally Fleetwood	$35.00	
5	Gott. Multiple Races	$37.50	
5	Daval Spinner, Reserves	$40.00	
6	Keeney Dark Horse, 7 Coin Play	$39.50	
4	Jenn. Derby Day, Flat Top	$32.50	

1/3 DEPOSIT WITH ORDER, BALANCE SHIPPED C. O. D.

43 S. Liberty St., Baltimore Md.

Messe Joins Ad-Lee

CHICAGO.—Announcement has been made recently of the appointment of Hubert F. Messé as general sales manager of the Ad-Lee Co., Inc., here. His first job in his new post is that of introducing the firm's new Zig-Zag Vendor, said to be ready to open new avenues of operation in filling the need for a legal device with the money-making possibilities of a bell. Messé, one-time advertising manager of community newspapers in Chicago, gained acquaintance with this industry as managing editor of one of its trade papers. Subsequently he served as advertising manager and assistant general sales manager of Popmatic Mfg. Co. of St. Louis. ●



You Lose

If you allow the same old items of merchandise to ride month in and month out in your locations.

VARIETY IS THE SPICE OF LIFE

There are new and different candies, nuts, etc. that are proven sales-getters. We stock and recommend the following:

Mixed Nuts
Salted Almonds
Chocolate Peanuts
Chocolate Raisins
Jelly Beans
Toy Jelly Beans
Black & White Licorice
Licorice Lozenges
Butterscotch Peanuts
Burnt Peanuts
Humming Bird Eggs
Fruit Dibs
Hard Shell Mints

We also stock a full line of 1c and 5c candy bars.

MILLS-VIKING COMPANY
Vending Machine Headquarters
1403 W. Washington Blvd.
Los Angeles

Everyone Wins

in game operation, declares Douglis.

CHICAGO. — Everyone wins in the operation and use of coin controlled games, thinks A. S. Douglis, president of Daval Mfg. Co. He cites the fact that the tempo of the modern age is so fast and the demands for speed from the average person are so great that without an occasional pause for relaxation and amusement efficiency suffers and life itself may be shortened greatly. Further, he believes with doctors, scientists and psychologists that the old adage, "All work and no play makes Jack a dull boy," still holds true.

The public—the player—is the first, then, to profit from games, for spending a nickel in some such game as Odd Ball or Side Kick may or may not bring a tangible reward, but certainly brings enjoyment, amusement and complete relaxation.

The merchant, the second factor in the chain of profit, gains the friendly—almost a fraternal — feeling between himself and his customers, putting them in a spending mood that results in more business. Even more directly, from the profits of the game itself he frequently pays a large part of his rent or light bills or his clerk hire.

The operator, the third figure, generally is a married man with children and usually with some religious affiliation. Usually he is a respected citizen of the community where he operates, and his money goes to pay taxes, rents, expenditures for food, clothing, recreation and other essentials, right in the neighborhood, so that the flow of money results in better business all around.

The final factor is the manufacturer. He maintains a large establishment and directly gives employment to hundreds and hundreds of people who might otherwise be on relief. To convince onesself of the truth of this statement, one need only note that the inception of the amusement game business came about during the beginning of the depression when people didn't have forty or fifty cents to spend for a movie, but found loose nickels bought a lot of fun from a game. Beyond this direct employment lies the fact that the industry has provided additional work for hundreds of thousands of people in other allied industries: lumber, cabinet working, making of electrical parts, paints, glass, hardware, patterns and dies, cartons, crates, in printing, engravings, advertising, transportation and many other types of supplier industries.

"Is it not obvious, then," Douglis concludes, "that when you operate games —everyone wins?" ●

Bally Mfg. Company

approves simplicity, suspense in skill games.

CHICAGO.—Simplicity and suspense are the two factors that make Bally Manufacturing Company skill games so attractive to the public today, is the belief of General Sales Manager Jim Buckley.

"Players prefer simple play principles to elaborate scoring methods," states Buckley, "and I base that statement on the widespread player approval won by our Keylite novelty game. It's just a plain little 5-ball game but it's got that certain something that appeals to the public. It gives the player a 'balanced diet' and the wide open field with the rubber-tire bumpers provide slick, smooth action that makes your fingers itch to shoot another game."

In discussing the new Bally Royal novelty game, Buckley believes that the suspense that comes with the "almost" feature of the game helps to make it one of the best in the field. "Bally Royal is also dominated by the 'almost' principle and its increasing novelty collections are as much as 40 per cent in some locations. The reason is that players either win or almost win so often that they can not resist another try."

The Double Reserve feature on Bally's Hawthorne 10-way multiple is proving one of the strongest repeat play stimulators in payout history, according to George Jenkins, Bally salesmanager, who has just completed a survey of comparative collection reports from key locations in various sections of the country. ●

Fee Set

by County Assessor for L. A. marble games.

LOS ANGELES. — At the regular monthly meeting of the Associated Operators of Los Angeles County, held at the Melody Lane on Wilshire Boulevard, representatives from the Los Angeles County Assessor's office advised that a value of $15.00 on all marble games had been determined. Games only in actual use and of vaule to the operator-owners were to be considered and exemptions were to be made in cases of games in storage or off location. Operators were advised to visit the Assessor's office and list their games accordingly.

Other speakers of the evening included Charles Cradick, Paul Gerber, Art Mohr, Lou Meyers, Mac Mohr, and Herman Cohen. Curley Robinson, executive secretary and manager, presided.

The Melody Lane meeting marked the second successful dinner meeting for AOLAC in recent months, the first being held in December at the 41 Club. ●

Supreme Special **TRADE CHECKS**

Lettered on both sides
- ROUND
- OCTAGON
- SQUARE

Brass, Aluminum or Steel

100	$ 3.50	400	$ 9.00
200	5.50	500	10.00
300	7.50	1000	18.00

Prices quoted are for checks with your NAME AND ADDRESS on the one side, and a stock lettering die is used on the reverse.
STOCK DIES—Good for 5c in Trade; Good for Amusement Only; Good for Free Play; No Cash Value; Bottle Check 5c; Good for 5c in Merchandise; Good for Free Game, etc. Terms—One-third cash, balance C.O.D.

"Best in the World"

SUPREME PRODUCTS CO.
333 N. MICHIGAN AVENUE, CHICAGO, ILLINOIS

New Angle

gains new locations.

SAN FRANCISCO (RC). — A new angle for selling locations has been aired by Harry Voorhies, local operator of Hershey machines, and cigarette and salted peanut machines. So successfully has it worked that in the Hershey field alone he has over 100 machines paying him big dividends. He sells the employer of concerns on the idea that candy is a food which if easily accessible to employees will step up the quality of their work during the day.

To prove his point he quotes an article in a current magazine which emphasizes the fact that if five meals a day are eaten the efficiency curve will remain at its highest peak over a longer period of time hence the employer will actually be the one to gain. The employee will not only put out more work but a better quality of work. In most instances, employers are won over so readily that they are glad to take the machine without demanding any commission.

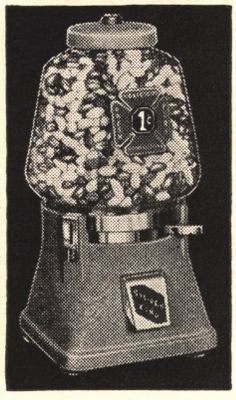
Top location price which he pays is 15% and in several locations which gross him $150 a month he pays nothing but service and quality of merchandise. According to Voorhies, the servicing of machines is a more important factor than most operators realize. He has found that no machine can be serviced less than twice a week, and in some spots he services twice a day. His obvious success in the coin machine field seems to point to his working out a steady policy of service and quality of merchandise. ●

HAMMERLOID

The sparkling—smooth—new finish that will not chip, crack or peel. More practical than porcelain. Many times more beautiful. Only available on the Industry's Style Leader

"SILVER KING"

at no increase in price.



Choice of 4 new two-tone colors

GOLD
SILVER
GREEN
BLUE

Your money refunded if it isn't the most beautiful finish ever seen on a vendor

$6.50 each
(less in quantities)

A STYLE TO MEET EVERY NEED

Music and game operators place a "Silver King" on every stop for extra profit.

SAVE ON STANDS

PENNY - NICKEL COUNTERS
National Headquarters For
PIPE - ANGLE IRON - SHEET METAL
STANDS - FILLED - UNFILLED
To Fit All Makes of Vendors
SPECIAL STANDS TO ORDER
$1.00 LOWEST PRICES WE SAVE YOU MONEY
Automat Games - 2425 Fullerton - Chicago

WARNING!

HANFORD, Calif.—Here is something which Operator Lewis Leibee feels other coinmen should know "for their own good." Until a few months ago he had working for him a young man who had charge of a route of pin games. This chap ran up a lot of board bills, and charges at stores and other places, and suddenly disappeared, taking with him the keys to the games, about three weeks' collections from the games, and a car Leibee had furnished for his business use.

Leibee believes that the man will try to find employment with other operators, and this description will serve as a warning to be on the lookout for him: He answers to the name of J. B. Johnson or J. B. Edwards, is about 30 years old, about five feet, six inches tall, he speaks with a southern accent, and comes from Rock Springs, Texas. He has a large birthmark under his right eye. License of the car he was driving is 7K3551.

Anyone knowing the whereabouts of this man will be glad to learn that there is a grand larceny warrant for his arrest in the Kings County sheriff's office. Leibee personally will pay a reward of $25 to any person supplying information leading to the arrest of the man.

Busy Days

as business increases at D. Robbins & Co.

BROOKLYN.—Since introducing Bingo and Criss Cross, the counter skill games with ball gum vendor, the gross business of the D. Robbins & Company has almost doubled, according to an announcement by Dave Robbins.

"The repeat orders for these two little counter games are simply amazing. Every morning our mail brings orders for large quantities from operators and distributors throughout the country," Robbins continued. "The reason for the success of these games is because they are priced low and they are earning splendid profits for the operator. In many cases operators tell us the machines earn more than their more expensive equipment." ●

* * *

"Are you positive," demanded the counsel, "that the prisoner is the man who stole your car?"

"Well," answered the witness, "I was until you cross-examined me. Now I'm not sure whether I ever had a car at all."

Western Vending Machine Operators' Association

President—J. H. SCOTT, 1928 Montrose, Los Angeles, Fitzroy 5369; Vice-President—J. E. JACKSON; Secretary—J. C. SMUCK, 201 South Witmer; Treasurer—CLAUDE HUIZING.

The regular monthly meeting of the W. V. M. O. A. was held Tuesday night, February 28th, in the banquet room of the Gates Hotel at Sixth and Figueroa streets in Los Angeles.

An unusually fine dinner was served with fried chicken as the main item. Members not attending our regular meetings are certainly missing some fine dinners in addition to enjoying the spirit of good fellowship and association with other operators.

Taxation of vending machines is again a matter of concern to all of us. Mervyn Mills, of the Mills-Viking Company, stated that he understood a bill was in Committee in Sacramento proposing to tax vending machines $25. per machine per year. This is only one of the many problems confronting your officers. Every effort is being made to avoid confiscatory taxes which will ruin the vending machine industry. Every operator of merchandise vending machines in this area should give his wholehearted support to our Association. Lip service isn't sufficient. Attend our meetings and give us the benefit of your advice and service.

The next meeting will be held Tuesday, March 28th. This meeting will be of special interest for a further report on the tax situation, both city and state, will be given. President Scott has also arranged for some fine entertainment. A good floor show with some excellent talent is promised. In addition several prominent speakers will deal with matters of interest to all of us. Plan NOW to be on hand.

J. C. Smuck

Automat Games

announces new finish for machines.

CHICAGO. — Automat Games announces a new finish for vending machines called Hammerloid. Giving a beautiful hammered-metal effect, the finish comes in two-tone colors of gold-silver and blue-green.

It is said that it will not chip, crack or peel, and is considered by many to be far more practical than porcelain and is many times more beautiful.

Used only on expensive types of equipment in the past, Hammerloid is sure to become popular for all types of machines, is the belief of officials of Automat Games, who are backing this finish to the extent of refunding any customer's money if they are not satisfied. ●

• CHARM PACKS •

144 Pieces Assorted

LATEST MAKE

SAMPLE - - - 60c Post-Paid

JAPAN IMPORTING CO.

542 Grant Avenue **San Francisco, Calif.**

Locations Want It!

—The ONLY cigarette machine with AUTOMATIC COMMISSION pay-out! See NATIONAL before you buy ANY candy or cigarette machine!

Phone, write, wire or call on

E. C. McNEIL

National Candy & Cigarette Machines

✚

E. C. McNEIL

Direct Factory Representative

California • Oregon • Washington
Nevada • Arizona

Pacific Coast Office

713 S. Westmoreland • FEderal 4055 • Los Angeles

Advantages Told

of new National Cigarette vendor.

LOS ANGELES—"A new day of operating has come; no longer do operators feel that they must have a few of every type cigarette machine manufactured to properly meet competition. The new National will do the whole job."

So says E. C. McNeil, Pacific Coast representative for National Vendors, Inc., who is now enthusiastically introducing this new revolutionary machine to western operators.

"The one machine capable of doing business in the modern manner is the new National," McNeil continues. "This machine is the only one on the market today with automatic commission pay-out features. In soliciting locations operators show the owner how this machine automatically pays his share of commissions into a separate coin box to which he alone has the key and can get his money any time he pleases. The operator calls attention to the fact that from now on it is not necessary for the location owner to stop and check the operator each time the machine is serviced.

"In addition the operator profits for the new feature greatly speeds up the servicing of machines, due to the fact that the operator does not have to count and settle commissions with the owner at time of servicing. Secondly, this new method puts the operator's business on a strictly cash basis, eliminating a lot of extra bookkeeping and extra work, especially where commissions have been paid on a monthly basis, as many operators are still doing today.

"Third, it puts the operator in an enviable position when talking commissions, especially to new locations who argue that the commission offered is not large enough. In many cases the operator has offered to rent the machine to the location and charge them a straight one cent a package rental, reversing the procedure and keeping the key to the Automatic Pay-out box and giving the location the key to the machine. This, together with the profit made on wholesaling the cigarettes to the location has turned out to be just as profitable as the other method.

"Last, but not least," McNeil added, "is the reaction locations have shown to this new type of machine. Almost without exception locations who have used this type of machine would not change back to the other style of machine, even when offered a higher rate of commission. Further, they have proved to be big boosters, telling their friends who are in similar lines of business how pleased they are with the Automatic Commission Pay-out." ●

New Building

for National Vendors, Inc., rising.

ST. LOUIS.—This new and ultra-modern factory building, now under construction, reflects the constantly increasing volume of business being done by National Vendors, Inc., of St. Louis, manufacturers of cigaret and candy vendors, and the concern's confidence in the bright future of the merchandising machine industry.

The new factory will have the most modern manufacturing facilities and larger quarters for the handling and shipment of the constantly increasing output resulting from the widespread acceptance of its machines.

A smartly modern appearance is achieved in the architectural design of the building, and in the extensive use of glass bricks in the construction of the building front. The accompanying reproduction of the architectural design indicates the effective combination of serviceability and attractive appearance.

"There's a grand future ahead for the merchandising machine industry," Ben W. Fry, president of National Vendors, Inc. said in discussing the company's expansion. "We realize the necessity of constantly improving our products and manufacturing facilities, for a growing industry such as ours continually finds new and better ways to serve the trade and the consuming public.

"Our present improvement and expansion program was made necessary by our increasing volume of business, and reflects our strong confidence in the future of the merchandising machine industry." ●

PHONOGRAPH, PIN GAME, DIGGER, SLOT, SKEE BALL, SALESBOARD, CIGARETTE and VENDING OPERATORS

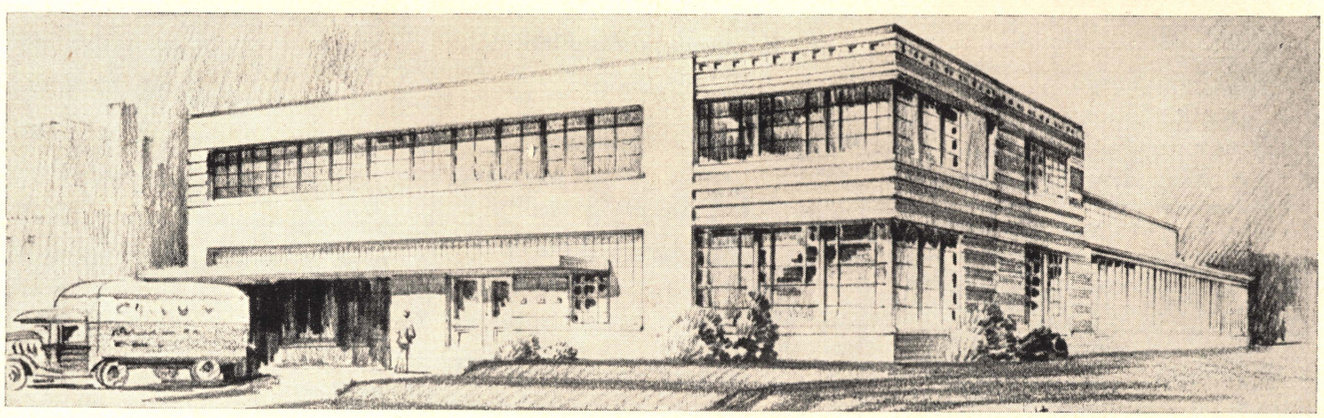
Standard and Special

COLLECTION BOOKS

Attention Mr. Chas. Fleischmann

BALTIMORE SALES BOOK COMPANY

120 West 42nd St. New York City



New ultra-modern factory home of National Vendors, Inc., now under construction in St. Louis. A smartly modern appearance is achieved through the use of glass bricks in the construction of the building front.

Unanimously APPROVED by OPERATORS *Everywhere*—

This statement is frank but truthful—since 1933 National has been

FIRST—In Design

FIRST—In conventional machine construction

FIRST—With changemakers embodied in machines

FIRST—With Book Match and Box Match Vending

FIRST—With ease of operation for benefit of public

FIRST—In field with 9-column cigarette machine

FIRST—With grained walnut as standard finish

FIRST—With 7 different coin combinations

FIRST—In field with numerous other features, too many to mention, which have made National's Products so much in demand today

FIRST and ***only*** manufacturer furnishing the automatic commission pay-out for cigarette machines

National Machines Offer:

CAPACITY—with correct distribution

BOOK MATCH DELIVERY—positive action

BOX MATCH VENDING—standard for years

EASE OF OPERATION—One of the many features National has always offered

MULTIPLE COIN COMBINATION—seven, using since 1936

SLUG REJECTOR—It's a National—most efficient device produced to date—never equalled and never excelled

MANY ADDITIONAL FEATURES—Let us show you

YES SIR!

Therefore we ask you to kindly

STOP
•
LOOK
•
LISTEN
•
COMPARE

We create, design, manufacture and sell only ***QUALITY*** merchandise vending machines which have and always will be in demand, because operators everywhere have realized, thru actual experience, that NATIONAL'S quality represents the only way to a profitable operation.

THERE IS NO SUBSTITUTE FOR QUALITY

Model 9-50 Special
CIGARETTE VENDOR—GRAINED WALNUT
ILLUMINATED DISPLAY WITH ELECTRIC TELECHRON CLOCK
(also furnished in White Baked Enamel with Bonderized Cabinets)

Purchase—Substantial Products from a Substantial Company

National Vendors, Inc. • • • • • St. Louis, Mo.

Again—

NATIONAL SETS A PRECEDENT

CAPACITY
162

pieces of merchandise 9 rows—18 bars each. Individual compartments for each candy bar.

Compartments 1⅜″ high, 2¼″ wide, 6½″ deep—vending standard 5c candy bars, chewing gum, mints, etc., in their original wrappings.

Method of loading and operation permits merchandise in the machine to be constantly vended *FRESH*—quickly and easily reloaded with no lost motion or double handling of candies necessary to accomplish same.

Mechanism cadmium plated throughout.

National Slug Rejector Standard Equipment.

THERE IS NO SUBSTITUTE FOR QUALITY

National was first in the field with a 9-column capacity candy vendor and *NOW PRESENTS* another model, adaptable for use in Theatres and many other fine locations. The Illuminated 9-column National Candy Vendor.

National's candy vendor has proven its worth from all angles, with satisfied operators throughout the United States.

See this model and also the New 6-column and 9-column standard models. Three candy vendor models to choose from. Quality machines for quantity locations.

Model 9-18 Special

CANDY VENDOR — GRAINED WALNUT — WITH ILLUMINATED DISPLAY

(also furnished in White Baked Enamel with Bonderized Cabinets)

Purchase — **Substantial Products from a Substantial Company**

National Vendors, Inc. • • • • • St. Louis, Mo.

WURLITZER
Announces
FREE CRUISE
to BERMUDA
FOR MUSIC MERCHANTS

SKIPPER CAPEHART ISSUES SAILING ORDERS FOR THE GREATEST GET TOGETHER IN HISTORY

MUSIC MERCHANTS AND THEIR WIVES TO BOARD LUXURY LINER FOR GALA CRUISE TO BERMUDA'S SUN DRENCHED CORAL ISLES

SEPT. 30 to OCT. 4 - 1939

MAMMOTH MARITIME FUNFEST WILL EXCEED ANYTHING STAGED IN AMERICAN BUSINESS ANNALS

AVAST and AHOY!

We are going on an ocean cruise — and what a party it promises to be! Sailing on the luxury liner S.S. Ile de France, especially chartered for a cruise to the coral islands of Bermuda.

Days of fun and relaxation! Evenings of music, dancing and entertainment! Marvelous food for which the French Line is justly famous — luxurious accommodations — everything done up royally in true Wurlitzer fashion.

And then Bermuda — the gorgeous semi-tropical vacation isle — far out in the blue Atlantic. Every minute ashore will supply thrills that you and your wife will long remember.

This will be a great party! You can't afford to miss it — and it's ABSOLUTELY FREE to those of you who qualify under The Rudolph Wurlitzer Cruise Plan.

If you haven't already made your application for passage — do so now. Plan now with your wife for a sea-going holiday with Wurlitzer as your host.

H. L. Capehart

VICE PRESIDENT
THE RUDOLPH WURLITZER COMPANY

JOIN THE WURLITZER CRUISE

A BOATLOAD OF FUN, FOOD and FROLIC

On To Bermuda!

You and your wife will want to be on board when the magnificent S.S. Ile de France sails from New York and points her gleaming prow toward the sunny Atlantic. Engaged under special charter — only Wurlitzer guests will be aboard this luxury liner for this Bermuda Cruise.

Enjoy your spacious, beautifully appointed accommodations . . . spend happy hours in the salons and dining halls of the S.S. Ile de France that provide such perfect settings for the gala events of this cruise. Or — you may "go athletic" on wide sun-splashed decks and enjoy the thrill of competitive sports or the quiet of a restful deck chair.

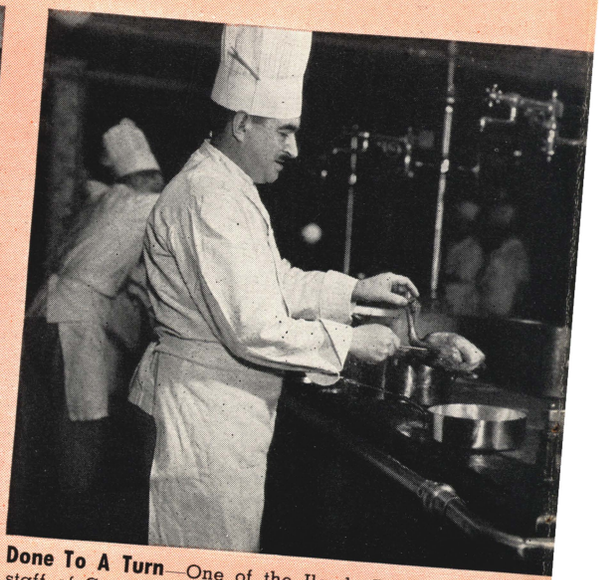
Then — after each day's new round of pleasure, you will dine festively in the Salon . . . with impeccably served dishes for which only celebrated French chefs know the secret. And then an evening of dancing and entertainment to climax each fun-packed day before restful slumber beckons you.

Every provision has been made to provide each moment of the Bermuda Cruise with a distinct thrill. You and your wife will certainly want to participate in this history-making Wurlitzer event . . . a sea-going holiday you'll long remember.

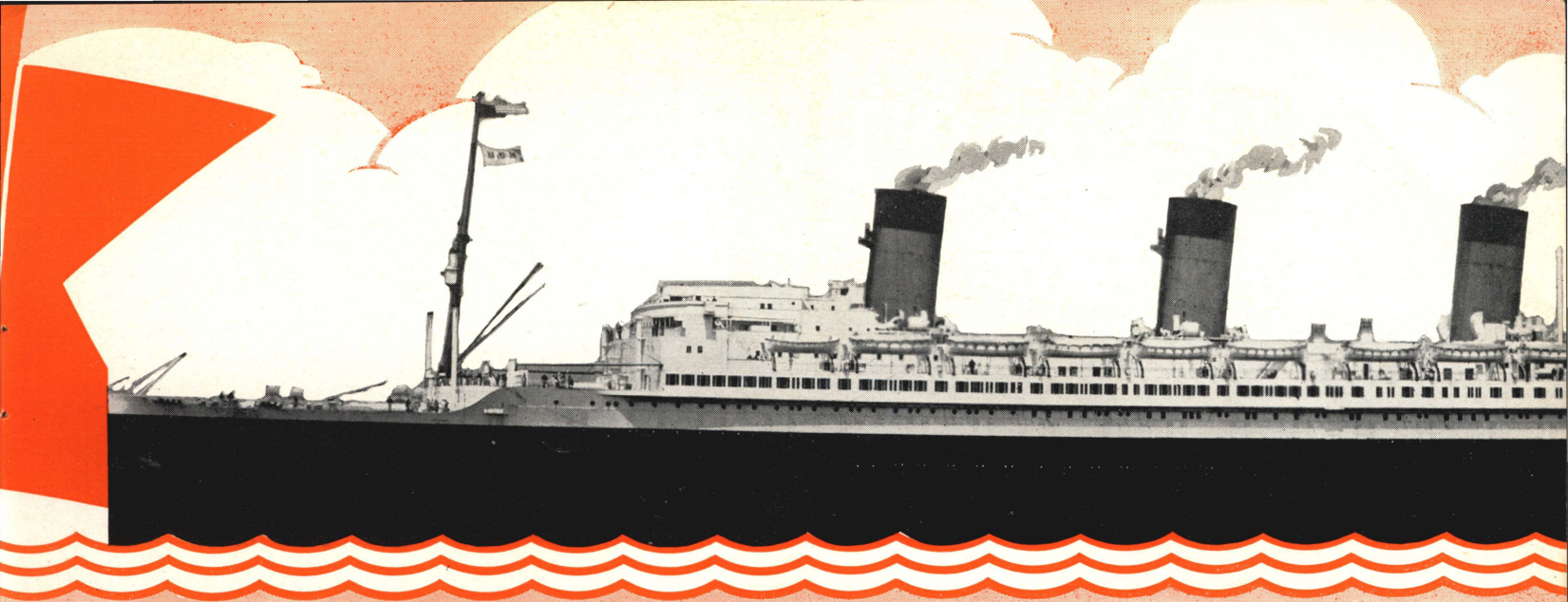
Dancing On Deck—Whether it's mid-afternoon or under the tropical stars . . . the tempo of the dance will enchant you with its delightful charm.

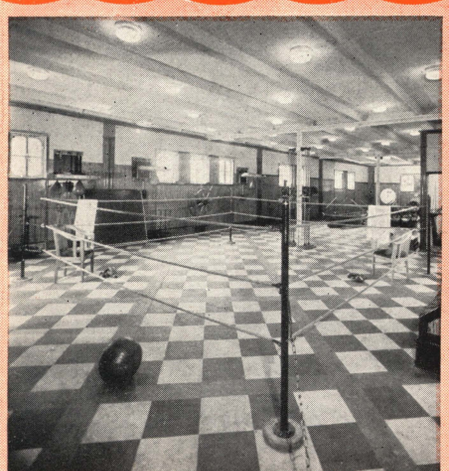
Afternoon Tea—You'll enjoy this daily interlude of relaxation . . . and a tempting snack to whet your appetite for dinner time.

Dinner Is Served—The Dining Salon of the Ile de France with its exquisite cuisine to make your dining a delightful ritual.



Done To A Turn—One of the Ile de France's staff of Continental Chefs who combines delicacies with skill to tempt your palate.

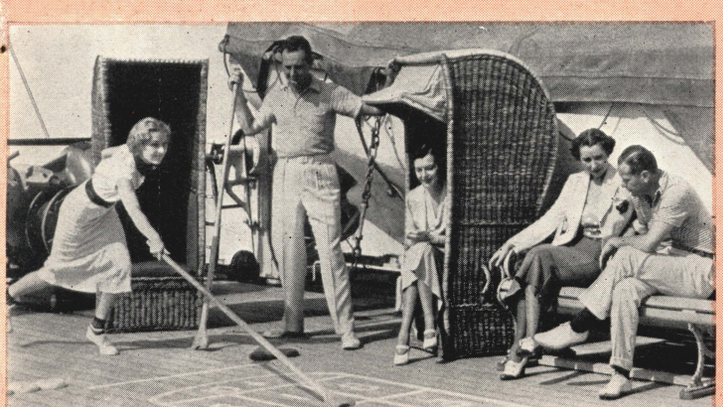




Bend Down Brother—A completely furnished gymnasium is at your disposal for "keeping fit".

(Above) Have a Cigar?—It's a real pleasure to enjoy a good cigar in good company amid the luxurious surroundings of this smoking room on the Ile de France.

(Right) The Grande Salon—You'll find your friends here . . . the gathering place for entertainment, fun and dancing.

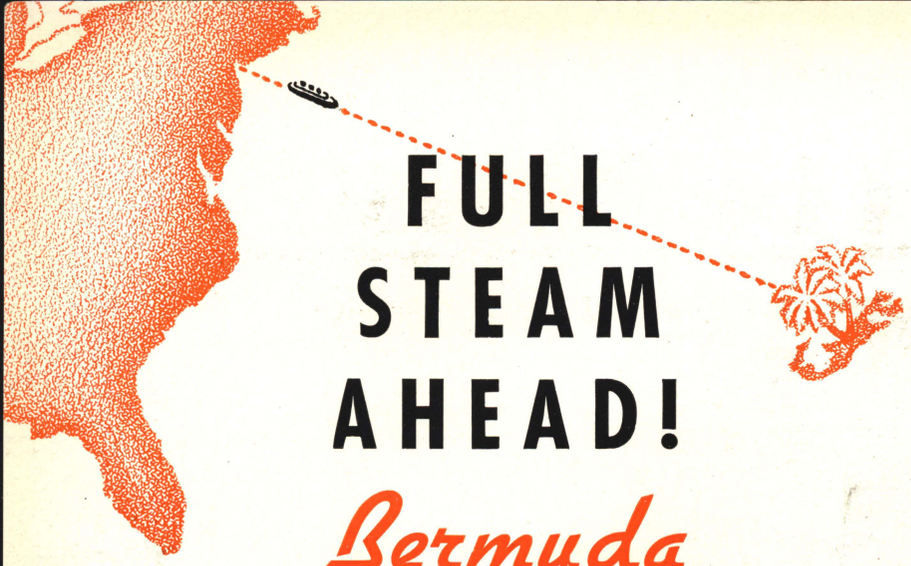


Shuffleboard on Deck—One of the many competitive games you'll enjoy for its exhilarating sport and companionship.

Lights Out—The soft embrace of downy beds in delightfully appointed cabins lends charm to even your night's rest aboard the Ile de France.

WURLITZER
MUSIC MERCHANTS...
IF YOU HAVEN'T APPLIED FOR PASSAGE
GET ON BOARD NOW!

WRITE FOR ENROLLMENT BLANK AND FULL PARTICULARS TODAY



FULL STEAM AHEAD!

Bermuda

THE GLORIOUS ISLE OF TROPICAL CHARM

Land ho! The scenic splendor and quaint charm of Bermuda will entrance you as we drop anchor in St. George harbour. Now it's "all ashore" and tenders transfer our excited excursionists to historic St. George's quay for a day of carefree enjoyment and sight seeing in sunny Bermuda.

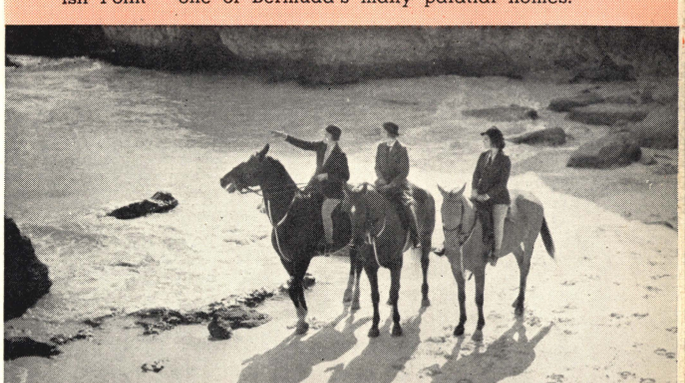
"Open air" railway cars with a diminutive engine are ready to take you and your wife to picturesque Hamilton for luncheon in one of Bermuda's leading hotels . . . and if you desire — a tour of typical English shops. Then you'll enjoy the fascination of a sight seeing tour to Bermuda's crystal caves . . . glass bottomed boats to explore undersea marine curiosities . . . and the hundred and one other enchantments that Bermuda has in store for you.

The memory of the Wurlitzer Bermuda Cruise will be long cherished by you and your wife. Here is your opportunity to take a never-to-be-forgotten vacation as guests of the Rudolph Wurlitzer Company. Don't miss taking this great trip!

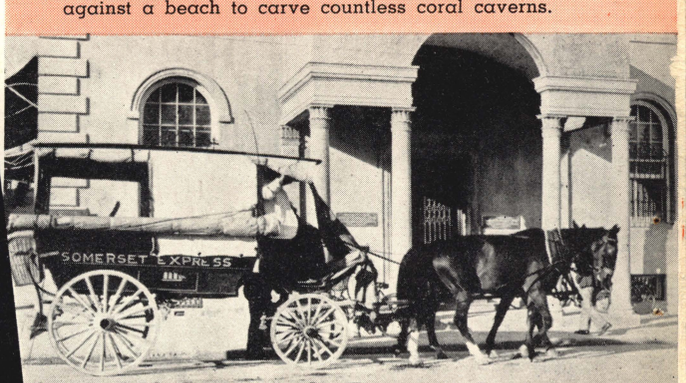
Tropical Charm . . . enhances the scenic beauty of this delightful, picturesque vacationland.

Historic Fortress . . . near St. George harbour with a smooth coral sand bathing beach in foreground.

From the Air . . . view of Belmont Manor near Spanish Point — one of Bermuda's many palatial homes.



Perpetual Motion . . . Turquoise surf washing against a beach to carve countless coral caverns.



Leisure . . . Bermuda prohibits automobiles . . . hence transportation such as this is a necessity.

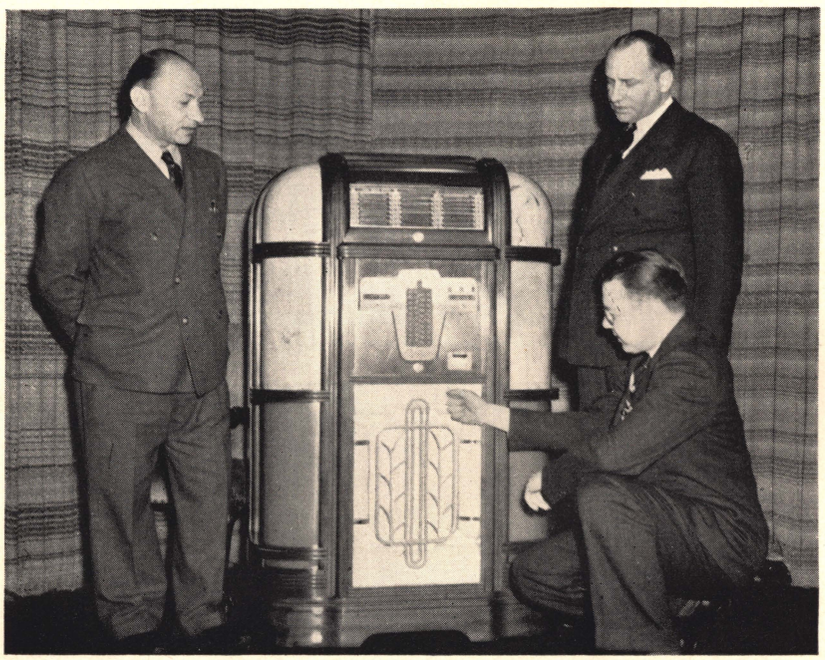
WURLITZER MUSIC MERCHANTS HAVE BEEN SENT FULL DETAILS
IF YOU FAILED TO RECEIVE YOUR PASSAGE APPLICATION

Write or Wire at Once

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, N. Y.

PRINTED IN U.S.A.

Automatic Music



Left to Right: Wm. Nathanson of Los Angeles, Rock-Ola distributor for Southern California; Jack Nelson, Rock-Ola Vice-President and General Sales Manager, and kneeling, I. F. Webb, Rock-Ola Vice-President and Manager Phonograph Division, engage in a good heart-to-heart talk about the many new salable features in the new line of Luxury Lightup phonographs.

300 Ops Attend

Jim Boyle's Prevue.

OKLAHOMA CITY, Okla.—Three hundred music operators throughout Oklahoma were guests of "Jim" Boyle, owner of the Boyle Amusement Company, here, located at 522 North West Third Street, at a stag and dutch lunch pre-view party at Blossom Heath. The occasion was the showing of the new Rock-Ola 1939 Luxury Lightup phonographs for which Boyle is distributor.

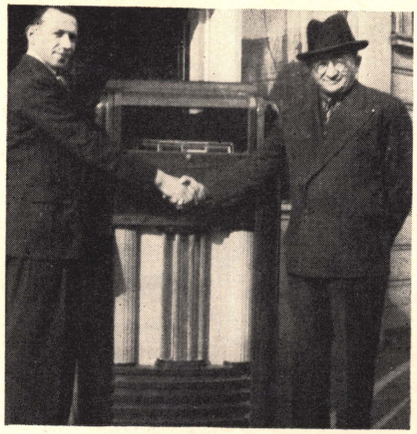
"Jim" Boyle reports: "The most important part of the party was, of course, the elaborate display of the new Luxury Lightup phonographs. The operators were interested in the new Rock-Olas to such an extent that there was never a time in the whole evening that there was a vacant place around any of the phonographs on display. Several of the shop men were on hand to explain the many new features of the 1939 Rock-Ola. Without a dissenting vote, all agreed that the 1939 Rock-Olas would take over every worth while spot in Oklahoma this year."

A number of attendance prizes were given away during the evening. The capital prize, a De Luxe Cocktail Bar, manufactured by Rock-Ola Mfg. Corp., was won by Clarence T. Webb of Chickasha. Other prizes were won by Carl Klepzig of Oklahoma City; Henry Behne, El Reno; Dan Kolison, Clinton; J. E. Estes of Ponca City, and P. A. Weidenheimer of Ponca City. ●

Shaw Sets Record

CAMDEN—Artie Shaw, Bluebird recording artist, has set a new high in popular record sales with his waxing of "Begin The Beguine" and "Indian Love Call" which was released by Victor a few months ago.

Having outsold in 27 weeks any one of Victor's popular discs of the past nine years, indications are that this record may be the best seller since the advent of electrical recording.



"It's a bargain," says Wolf Reiwitz, of the Wolf Sales Co., Inc., San Francisco, as he shakes hands with Stanley Harris on the left. "You make the cabinets and I'll sell them."

Maryland Association

of Phonograph Operators Elect Officers.

BALTIMORE. — In a special meeting held during February, the members of the Phonograph Operators Association of Maryland, Inc., elected officers for the organization.

David Davison of the Franklin Coin Machine Company will head the group as president. Irving Plaut of the Crown Coin Company is secretary and treasurer. The board of governors will consist of A. L. Rose of A. L. Rose and Company, Charles Rodman of Park Circle Music Company, Francis Lynch of Bletzer Associated Service Company and Charles Schmidt.

Operating approximately 1500 phonographs out of a total of 2000, the members of this association have formed a strong and beneficial organization in their territory. In an effort to make the association work to the best advantage of the industry, officials extend an invitation to any operator or any one connected with the phonograph business to drop in at their offices or to attend the weekly meetings held on Wednesday nights. ●

New S. F. Association

of music operators formed.

SAN FRANCISCO (RC) — The San Francisco Music Operators' Association is no more. It's place has been taken by the Automatic Music Merchandising Association, Inc., a branch of the national association of the same name. The new unit was organized the latter part of February by music operators in Northern California under the direction of Joseph Baker, prominent peninsula operator. Business offices have been established at 401 Grove St.

The reorganization of the music group was prompted in part by the resignation from active service of Anthony Compagno, a prominent figure in vending machine circles for over ten years. Operators feel his resignation will be a distinct loss to the industry.

Compagno has, during these years, also been active in other business circles. He heads the Compagno Enterprises and is a member of the board of directors of four other corporations. Of late, these businesses have been making more and more inroads into his leisure time until he finally decided something must be sacrificed. Compagno Enterprises is entering the field of radio shortly and will demand the main part of his attention. For this reason he made the decision to give up his work in the vending machine field.

Joseph Baker, who succeeds Compagno as president and business manager of the local music group, has been a popular operator in San Mateo and Santa Clara counties for the past five years. He understands all the problems of the

(See S. F. Ass'n, Page 28)

VOCALION
Tops Your "Must" List!

BRUNSWICK
Every Artist an ARTIST!

VOCALION
Tops Your "Must" List!

Music Operators' Association, Inc. of Houston

President—WILLIAM PEACOCK; Vice-President FRED McCLURE; Treasurer—LESTER HEARN; Executive Secretary—W. A. NIEMACKL, 1105 Broadway, Houston, Texas.

By JOHN G. WRIGHT

The seemingly impossible has been accomplished. The Music Operators' Association of Houston has gone over the top with nearly a 100% organization of the phonographs in Houston and Harris counties.

Two business meetings were held in February, probably the most important since the association was formed. The February 3 meeting was marked by an overwhelming vote for joining the International Association of Automatic Electric Phonograph Owners and thus entering into an agreement with International Brotherhood of Electrical Workers.

The presence of E. C. Steffens, President of I.A.O.A.E.P.O. to accept the affiliation of the Houston Association and the admission of twelve new members, rounding out practically 100%, made the February 16 meeting outstanding.

At the February 3 meeting, only two members were absent. Two new members, H. M. Milligan and W. K. McAnuly were admitted.

A. C. Hughes and Earl Reynolds, both of Dallas, spoke concerning proposed State legislation and taxation considered unfair to phonograph operators in Texas. They urged all operators to join the State Music Operators Association for the good of the industry now and later. Complete cooperation was indicated when each member present immediately promised to join the State Association and pledged his influence toward getting other members.

After an hour's discussion a motion favoring affiliation with the International Association of Automatic Phonograph Owners was passed without a dissenting vote. Two members did not vote.

Initiation dues were raised from $25 to $250, effective February 16. A notice was ordered posted at different places where operators congregate, informing them of the deadline for the $25 fee.

Bylaws of the Association were revised with some minor changes being made. A code of ethics was read and adopted.

February 16 meeting opened with one member absent. Twelve new members were accepted making the association as near 100% as will be possible due to a few scattered machines not eligible for membership. The actual percentage at the present time is about 99.1%. New members are: E. F. Conklin, A. F. Lemke, John E. Williams, C. M. Robertson, Amusco Co., Inc., Leon Gillogly, J. R. Hazlett, George Wrenn, A. M. I. Company, Albert Reese, Harry R. Armer, A. B. C. Phonograph Company.

A motion, recommended by the Board of Directors, that every complaint to the Association be in writing, and accompanied by $5 was passed. It was agreed that the $5 be returned if complaint is justified or retained by the Association if unfounded.

The affiliation of the M.O.A. of H. with the International Association of Automatic Phonograph Owners was ratified, the vote being unanimous.

E. C. Steffens, President of the International Association, was introduced. The talk made by Steffens removed any lingering doubts in the minds of members regarding the affiliation with the International Association.

A special meeting was called by President F. S. Clancy for February 23. ●

S. F. Ass'n

(Continued from Page 27)

operators, and brings an abounding enthusiasm to his new job. Baker is pleased with the speed of membership sign-ups in the new organization and says that he couldn't ask for a better response from operators.

According to Baker, the program of the Automatic Music Merchandising Association includes protection and education. Since the basis of the new group is so practical, Baker believes that the enthusiasm of the operators will have a carry-over to improved business conditions throughout Northern California. ●

BRUNSWICK
Every Artist an ARTIST!

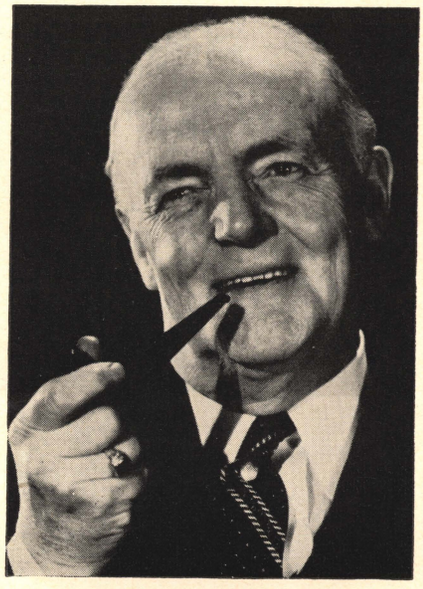
SPRING SPECIAL

- **12-inch, 2-wire Speaker, $15.00 value.**
- **Straight grain white cypress Cabinet, with louvers to keep rain out and bring sound down, $5.00 value.**
- **Adapter Unit with proportioned control for Seeburg or Wurlitzer. $2.75 value.**
- **30 feet of cable for connecting speaker. 75c value.**

Combination price—$14.95

Speaker adapter with proportioned control may be purchased separate at regular price

BICKLEY DISTRIBUTING CO.
3322 Harrisburg Blvd. Houston, Texas



IT'S A COMFORTABLE FEELING . . . to know that Wurlitzer leads the field in style and dependable equipment. Any company that can make a phonograph good enough to operate for 18 months without changing models is one company that I want to do business with. I know that I can make money with that kind of equipment.

WURLITZER
REG. U.S. PAT OFF.

Yes, Wurlitzer is a name that ranks high in the BIG NAMES of American industry. It's that sort of thing that builds confidence. Get the whole story today!

The Rudolph Wurlitzer Co.

1025 North Highland Ave.
GRanite 4148
HOLLYWOOD, CALIF.

●

1268 Folsom St.
HE. 7694
SAN FRANCISCO, CALIF.

WURLITZER

adds another point to its

STABILIZATION PROGRAM

NO NEW 1939 MODELS

There will be no new 1939 model Wurlitzer Automatic Phonographs!

Wurlitzer will continue to manufacture and deliver through the remainder of this year, its three current pace-setting models — the Deluxe Model 500, the Standard Model 600, and the Counter Model 61. The "piano-keyboard" selector will be available as optional equipment on the Standard Model 600.

In pledging no new models throughout the remainder of this year, Wurlitzer takes a step directly calculated to benefit every Music Merchant.

Under this policy the Wurlitzer Music Merchant will have ample opportunity to equip all of his locations with big-earning Wurlitzer Automatic Phonographs with the help of Wurlitzer's liberal factory trade-in plan.

Coupled with the fact that there will be no direct circularization to locations by Wurlitzer during this year, we are confident that these 1939 policies will receive the approval of Music Merchants everywhere.

THE RUDOLPH WURLITZER COMPANY

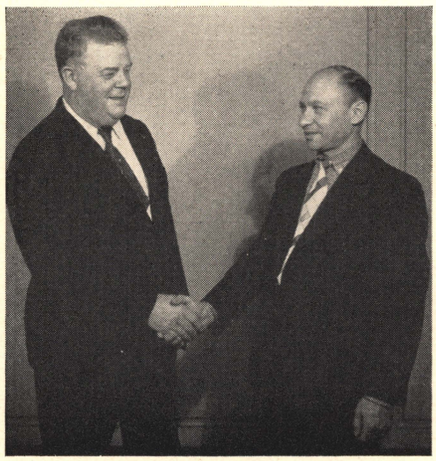
NORTH TONAWANDA, NEW YORK

WORLD'S OLDEST AND LARGEST MANUFACTURER OF MUSICAL INSTRUMENTS • ESTABLISHED 1856

CALIFORNIA MUSIC

by

WILLIAM NATHANSON



William Corcoran, national representative for Northern California, and William Nathanson, national representative for Southern California, shake hands in celebration of a united front by all music operators in the state of California.

The REVIEW announced in the last issue that my articles on timely subjects will appear each month for the balance of the year. I accepted this assignment on two conditions. First, that I be given the privilege of writing on subjects which I believed important to the coin machine industry. Secondly, that all other trade magazines in the industry be permitted to reprint my articles without crediting or securing permission from the REVIEW.

This month's article is solely concerned with the formation of a state Association for Music Operators in California. Next month I shall write about the four most outstanding personalities in the phonograph business.

Paul Gerber

San Francisco and Los Angeles, the two largest cities in California, have always been jealous of one another. We in Southern California brag that we have the best climate. San Francisco retaliates with the fact that they have better business, and so it is, and always has been, in these two large cities. One is always trying to outdo the other.

Not long ago I and William Corcoran were assigned to organize operators in the state of California into an Association to affiliate with the International Association of Automatic Electric Phonograph Owners, with headquarters in Chicago.

Although both divisions are now well organized, San Francisco is ahead of Los Angeles. The Northern Division is nearly 100% organized. The Southern Division is just getting under way but with the strong start they now have and the complete cooperation from Northern and Eastern Divisions their success in the near future is assured. With offices established at 2714 South Hill Street, the Southern Division is ready for business.

The directors of the California Association are among the finest operators in the business and are indeed a representative group of those men taking an active part in the operation of phonographs in the State of California. Each one has made a success of his business and in the most difficult periods of business depression they have proven themselves to be capable men and well able to take over the management of the Association.

With the election of officers on March 3, the Southern California Division strengthened the state organization and made possible a complete affiliation of all operators in the state. The President of the Southern California Division is William Corcoran, well-known throughout California for his work as a leader and organizer of phonograph operators. Joe Richarme will hold the position of Vice-President, and is a man well fitted for the job. Secretary-Treasurer will be Frank Robinson and, on the Board of Directors, will be Harold Johnson, Steve King, W. E. Smith and Sammy Ricklin.

The Northern Division was promoted by William Corcoran and Vance Mape. With a job that had to be done quickly and thoroughly, both men put all their efforts behind it and formed an organization that is nearly 100% complete.

At the head of the Northern Division, is Joseph Baker, acting as President. Harvey Paige is First Vice-President while Sam Kingston is known as Second Vice-President. Lynn Jones acts as Secretary-Treasurer. These men, together with Vance Mape and William Corcoran, comprise the Board of Directors.

Indicating their desire to cooperate in

Officers and Directors of Southern California Division

OPERATORS ORGANIZE

H. R. Smith

Representative of the International Association. Known to the trade as "The man who knows all the answers."

●

every way possible, the International, in Chicago, sent their best man, H. R. Smith, to aid in the organizing of the operators in this area. Smith, who has made his headquarters in Southern California, and will stay as long as is necessary, is known as the man who always knows the answers. He helped organize in the East and is sure to be a big help in the organization of this territory. Everyone who meets Smith considers him an outstanding leader and a well educated man capable of handling this responsible assignment.

Among the many notable guests at our meeting on March 3, was Paul Gerber of Chicago. It is known that he made quite a sacrifice to attend and it is such cooperation as this that assures the future success of our organization.

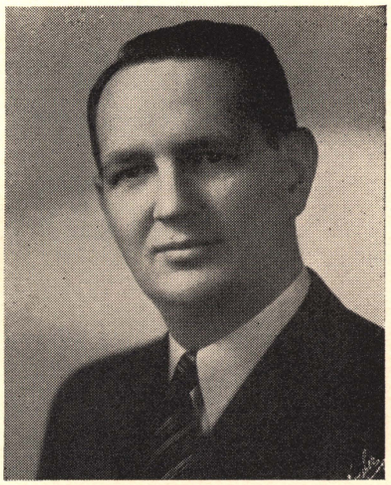
A number of very important points were brought out in the speech made at the meeting by Paul Gerber. Perhaps, one of the most important remarks he made, concerned a point many operators have brought up when discussing the advantages or disadvantages of joining the organization. In dealing with the cost of belonging to the organization and what it means to the operator, Gerber said:

"Under no circumstances did we want to join the Association until we were actually forced into it. We wanted to save $350 a month dues that we would have to pay on 700 phonographs. We used to collect $3 flat rental on a 616A. Since we joined the Association we are receiving for the very same phonograph a $6 a week guarantee. We increased our commissions on the 700 phonographs more than $1400 a week. Since we find that under the new schedule we can really make money, we purchased 300 new phonographs. We now have 1000 phonographs, and that is only the beginning.

"I tell you friends, don't lose time, organize and affiliate with the International. Your business is a good business when you get the support of a good Association. It is a mistake to think that when you pay dues you waste money. It is the income that counts. Let me tell you that I have been in business all my life, that the reason I am successful in my business is because when a good deal comes up instead of using a letter with a three cent stamp, I use an airplane. It is not the expense that counts, it is the income and return that you are after."

A message from E. C. Steffins, President of the International, points out the necessity for cooperation and action: "The old saying 'if the patient doesn't get better he gets worse' can be applied to the phonograph business. We have a bad situation for which there is only one remedy. Instead of fighting one another, get together and help one another. We, of the International Association, will give you all our support and cooperation."

Operators that are interested in organizing Associations to affiliate with the International do the following: Form a committee of four or five operators in your city. Write to one of the following headquarters:



E. C. Steffins

President of International Association of Automatic Electric Phonograph Owners.

●

West Coast—H. R. Smith
2714 South Hill Street,
Los Angeles, California.

Middle West—E. C. Steffins
201 North Wells Building,
Chicago, Illinois.

East Coast—H. A. Van Opstall
250 West 57th Street,
New York, N. Y.

Officers and Directors of Northern California Division

CONGRATULATIONS

to the Music Operators of Southern California
on their affiliation with

The INTERNATIONAL ASSOCIATION of AUTOMATIC ELECTRIC PHONOGRAPH OWNERS

●

We consider this move on your part as one of the most important ever made by an operating group towards the stabilizing of the music operating business in Southern California. We pledge our wholehearted support to your worthwhile efforts.

PAUL A. LAYMON

1503 West Pico Street
LOS ANGELES, CALIFORNIA
HEADQUARTERS FOR
The New
ROCK-OLA LUXURY LITE-UP PHONOGRAPH

LONG BEACH COIN MACHINE EXCHANGE

(JOE RICHARME)
Distributors for
WURLITZER PHONOGRAPHS
1628 E. Anaheim **Long Beach, Calif.**

E. T. MAPE MUSIC CO.

JEAN MINTHORNE
BRANCH MANAGER
EXCLUSIVE SEEBURG
DISTRIBUTORS FOR
CALIFORNIA, ARIZONA, NEVADA
1517 W. Pico St. **Los Angeles, Calif.**

MOHR BROTHERS

2916 West Pico Street
LOS ANGELES, CALIFORNIA
WURLITZER PHONOGRAPHS

WILLIAM NATHANSON

Authorized **ROCK-OLA** Distributor
for
Southern California and Arizona
2835 West Pico St. **Los Angeles, Calif.**

$500 REWARD!

For information leading to the arrest and conviction of person or persons who burglarized the plant of the Permo Products Corporation, 6415 Ravenswood Avenue, Chicago, Illinois, on the evening of February 6, 1939.

A large quantity of PERMO POINT NEEDLES has been stolen and you may be approached through irregular channels and offered this stolen property. Most of the needles are production and inspection REJECTS that we have accumulated. BEWARE of costly results should these needles be used. Continue to order PERMO POINT NEEDLES only through bona fide and established distributors for your own protection.

Your cooperation in apprehending the culprits will be appreciated. Report all information to the undersigned which will be strictly confidential. If the reward is claimed by more than one person, then the decision as to the person rightfully entitled to the reward will be made by me.

ARTHUR J. OLSEN, ***President,***
PERMO PRODUCTS CORPORATION,
6415 RAVENSWOOD AVENUE,
CHICAGO, ILLINOIS

Mammouth Wurlitzer Get-together

ON THE S. S. ILE DE FRANCE
WILL EXCEED ANYTHING EVER LAUNCHED
IN AUTOMATIC PHONOGRAPH HISTORY

FREE CRUISE TO BERMUDA FOR MUSIC

Dancing in the Salon is a regular evening event. That's where you'll find everyone gathered to enjoy sweet music and good company.

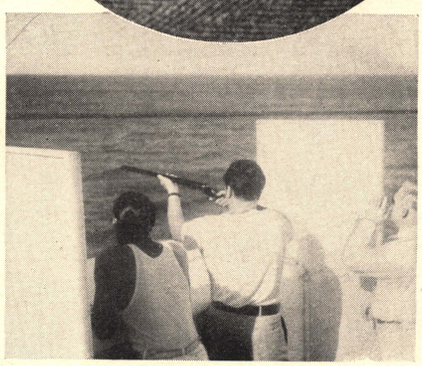
(Below) **Swimming's a Delight** when you can bask in the sun. Deck pool on the Ile de France.

Sports on Deck such as shuffleboard, quoits, deck tennis, badminton and many others will provide fun and frolic for everyone.

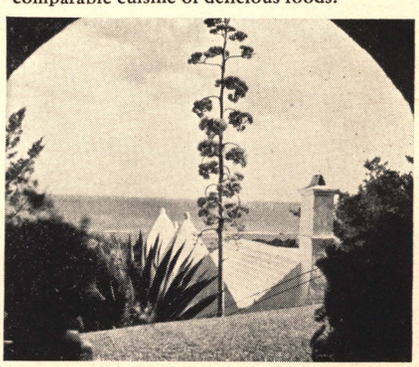
After a Grand Sleep it's great fun to have breakfast in bed and a good stretch before arising for the day's round of fun.

Dining is an Art aboard the Ile de France. Continental chefs tempt your palate with an incomparable cuisine of delicious foods.

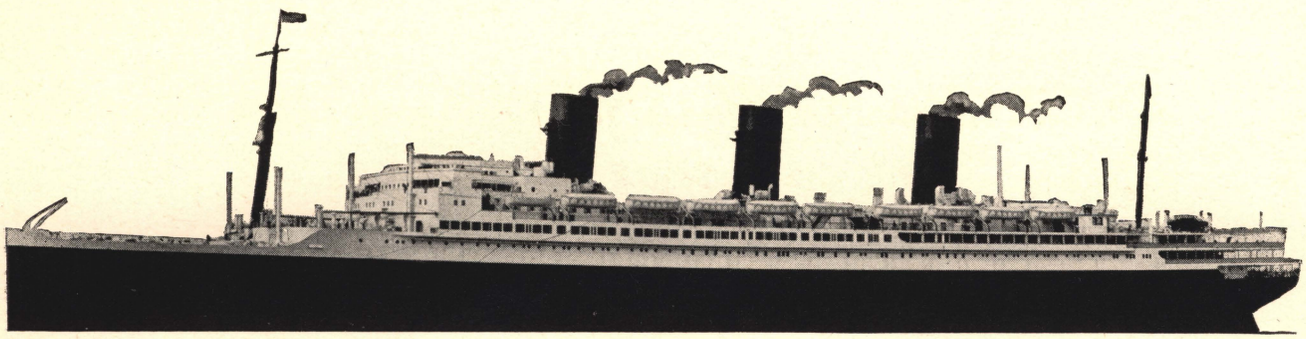
Tea Time finds ocean travellers always ready for a cheering cup and a tasty snack . . . a daily ritual aboard the S. S. Ile de France.



Bang—Bang! Skeet shooting's another delightful way to enjoy competitive sports with your shipmates aboard the Ile de France.



Bermuda the Beautiful. Picturesque glimpse of turquoise surf famed in the charm of a tropical setting. Note typical whitewashed home.



The S. S. Ile de France majestic ship of the French Lines which will transport the Wurlitzer Bermuda Cruise guests to and from Bermuda.

MERCHANTS *Announced by* WURLITZER

The Rudolph Wurlitzer Company has extended an invitation to Music Merchants and their wives to embark on a free cruise to Bermuda as their guests. Chartered for the exclusive use of Wurlitzer Music Merchants—the mammoth luxury liner, S. S. Ile de France will leave New York City on September 30th... returning October 4th.

Provision has been made to insure a full program of entertainment in typical Wurlitzer fashion. All facilities of the luxurious S. S. Ile de France have been thrown open to cruise members. Deck swimming pools, games, dancing, movies and entertainment will be provided to pack every minute with fun and frolic. Also famous are the French Line ships for their marvelous cuisine and their staff of competent stewards and stewardesses. The cruise aboard the Ile de France promises to be a real adventure that will be long remembered by music merchants and their wives.

The S. S. Ile de France will cruise to Bermuda and will anchor there at St. George. Wurlitzer guests will be transfered to tenders and will be taken ashore where an "open air" railway train will take them to Hamilton, Bermuda.

The day will be spent in sightseeing . . . in enjoying the scenic splendor and the delightful tropical charm of Bermuda. Side trips are being planned for cruise members who wish to inspect the island's historic shrines and marine wonders.

Arrangements are being made for ocean bathing on one of Bermuda's coral beaches and a trip to the famous Crystal Caves. Being a British Crown Colony, Bermuda also has many quaint shops where typical English merchandise may be purchased.

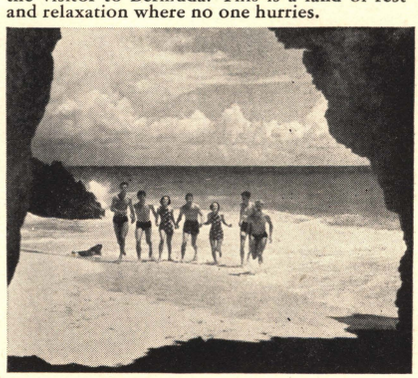
In short, the Wurlitzer Bermuda Cruise promises exciting days and enchanting nights of travel, fun and frolic... a real sea going holiday for Wurlitzer Music Merchants and wives. It will be an opportunity to renew old acquaintances and enjoy the vacation of a lifetime with the Wurlitzer Company as host.

Worshipping the Sun. Its year 'round balmy climate has won for Bermuda a world wide reputation as an ideal vacation spot.

Quaint Sights and peaceful street scenes greet the visitor to Bermuda. This is a land of rest and relaxation where no one hurries.

Winding Roads lined with beautiful cedars lead to scenic splendor and sightseeing delight in quaint villages among Bermuda's hills.

Historic Shrines dot the Island of Bermuda. Here is the ancient St. Peter's Church in St. George . . . one of the oldest in the New World.



Coral Beaches washed by the warm waters of the Gulf Stream make bathing in Bermuda's turquoise surf a delight the year 'round.

Best Bets

In this department are listed outstanding records worthy of music operator attention. The numbers are picked from record releases of the past 30 days and cover only records not regularly reviewed in HITS ON DISCS.

BRUNSWICK

KAY KYSER (O) 8308
I Get Along Without You Very Well (FT)
Chopsticks (FT)
HORACE HEIDT (O) 8309
Little Sir Echo (Waltz)
Let's Stop the Clock (FT)
BARRY WOOD (O) 8310
We'll Never Know (Waltz)
The Spider and the Fly (FT)
TEDDY WILSON (O) 8314
What Shall I Say? (FT)
It's Easy To Blame The Weather (FT)
ELLA LOGAN (V) 8300
Cielito Lindo (FT)
Phil the Fluter's Ball (FT)
HORACE HEIDT (O) 8299
Where Has My Little Dog Gone? (FT)
Clarinet Polka (FT)
KAY KYSER (O) 8301, 8295
Deep Purple (FT)
Romance Runs in the Family (FT)
All God's Chillun Got Rhythm (FT)
Mighty Lak a Rose (FT)
GENE KRUPA (O) 8296, 8292, 8289
Apurksody (FT)
Ra-ra-ra-boom-der-e (FT)
An Old Curiosity Shop (FT)
I Won't Believe It (FT)
Do You Wanna Jump, Children? (FT)
Never Felt Better, Never Had Less (FT)
PHIL LANG (O) 8298
Churchmouse On a Spree (FT)
The Plymouth Rock (FT)
DOROTHY LAMOUR (V) 8291
I Go For That (FT)
Let's Dream in the Moonlight (FT)
RED NORVO (O) 8288
Thanks For Ev'rything (FT)
Undecided (FT)
SEGER ELLIS (O) 8290
A Room With a View (FT)
Your Eyes Are Bigger Than Your Heart (FT)
BARRY WOOD (O) 8285
I Ups To Her and She Ups To Me (FT)
Where Do You Work-a, John? (FT)

BLUEBIRD

ARTIE SHAW (O) 10134
Delightful Delirium (FT)
I Want My Share Of Love (FT)
GRAY GORDON (O) 10132, 10135
Blue Italian Waters (FT)
Sell Your Cares For A Song (FT)
We've Come A Long Way Together (FT)
Tell Me and I'll Tell A Million (FT)
"FATS" WALLER (O) 10129, 10136
Good For Nothin' But Love (FT)
You're The Cutest One (FT)
Last Night A Miracle Happened (FT)
Kiss Me With Your Eyes (FT)
VAN ALEXANDER (O) 10137
Honey Bunny Boo (FT)
Oh! I'm Evil (FT)
"FATS" WALLER (O) 10100, 10078
Don't Try Your Jive On Me (FT)
Havin' a Ball (FT)
I Wish I Had You (FT)
Georgia May (FT)
VAN ALEXANDER (O) 10102, 10092
Diga-Diga Doo (FT)
Dream Caravan (FT)
The Girl Friend of the Whirling Dervish (FT)
F. D. R. Jones (FT)
FREDDY MARTIN (O) 10104
Bye-Lo-Bye Lullaby (FT)
Jaywalk (FT)
LES BROWN (O) 10105
You, You, You (FT)
Harlem Woogie (FT)
JOHNNY MESSNER (0) 10107
Could Be (FT)
The Devil With the Devil (FT)
VERNON GEYER (Organ) 10108
Star Dust (FT)
A Fox Trot Serenade (FT)
ARTIE SHAW (O) 10091
Jungle Drums (FT)
It Had To Be You (FT)
ZIGGY ELMAN (O) 10096
Sugar (FT)
29th and Dearborn (FT)
PEG LaCENTRA (O) 10097
Blue Brass (FT)
A Blind Man Could See That I Love You (FT)
"FATS" WALLER (Piano Solo) 10099
Star Dust (FT)
Keepin' Out of Mischief Now (FT)
DICK TODD (V) 10077
Medley of Gus Edwards' Hits, Parts 1 & 2
EDDIE DeLANGE (O), 10080
Three Little Kittens (FT)
My Heart Belongs to Daddy (FT)

DECCA

CONNIE BOSWELL (V) 2264
You're The Only Star
When Christmas Is Gone
LOUIS ARMSTRONG (O) 2267
Jeepers Creepers (FT)
What Is This Thing Called Swing? (FT)
BING CROSBY (V) 2273
Let's Tie The Old Forget-Me-Not
I Cried For You
BOB CROSBY (O) 2275
Diga Diga Do (FT)—Parts I and 2
DICK ROBERTSON (O) 2276
My Melancholy Baby (FT)
Kermit the Hermit (FT)
JIMMY DAVIS (V) 5642
I'm Drifting Back to Dreamland
Nobody's Lonesome For Me
BING CROSBY (V) 2237
When the Bloom Is On the Sage
It's a Lonely Trail
MERRY MACS (N) 2238
Ferdinand the Bull
I Got Rings On My Fingers
HARRY ROY (O) 2240
Spanish Shawl (FT)
Maple Leaf Rag (FT)
CHICK WEBB-ELLA FITZGERALD (O-V) 2231
Gotta Pebble In My Shoe (FT)
Who Ya Hunchin' (FT)
LIL ARMSTRONG (O) 2234
Safely Locked Up In My Heart (FT)
Harlem On Saturday Night (FT)
GUY LOMBARDO (O) 2221
The Umbrella Man (Waltz)
We Speak of You Often (FT)
PAUL WHITEMAN (O) 2222, 2223
Jeepers Creepers (FT)
Mutiny In the Nursery (FT)
Oh, Lady Be Good (FT)
Liza (FT)
CARL "DEACON" MOORE (O) 2183
A Woman Gets Tired (FT)
Nobody Knows Where She's Gone (FT)

VICTOR

BENNY GOODMAN (O) 26139, 26134
I Know That You Know (FT)
I Cried For You (FT)
We'll Never Know (FT)
Undecided (FT)
TOMMY DORSEY (O) 26140, 26135
An Old Curiosity Shop (FT)
What Do You Know About Love? (FT)
It's Easy to Blame the Weather (FT)
Davenport Blues (FT)
LARRY CLINTON (O) 26141, 26137
Deep Purple (FT)
A Study in Red (FT)
Please Come Out of Your Dream (FT)
A Study In Green (FT)
RICHARD HIMBER (O) 26142
Pyramiding "The Swan" (FT)
You Call It Madness (FT)
BUNNY BERIGAN (O) 26138
Trees (FT)
Black Bottom (FT)
MAXINE SULLIVAN (V) 26132
Night and Day
It Ain't Necessarily So
SAMMY KAYE (O) 26133
A Song of Old Hawaii (FT)
Little Lad (FT)
TOMMY DORSEY (O) 26154
Heaven Can Wait (FT)
You Taught Me To Love Again (FT)
HAL KEMP (O) 26156
It's All So New To Me (FT)
Blue Italian Waters (FT)
SAMMY KAYE (O) 26157
There's A Hole In The Old Oaken Bucket (FT)
Eileen (FT)
WAYNE KING (O) 26160
Kiss Me With Your Eyes (FT)
The Moon Is A Silver Dollar (FT)
LARRY CLINTON (O) 26161
Sweet Little Buttercup (FT)
I've Got A Little List (FT)

VOCALION

AL DONAHUE (O) 4596
Deep Purple (FT)
We Speak of You Often (FT)
LAWRENCE WELK (O) 4597, 4572, 4561
An Old Curiosity Shop (FT)
She's My Girl (FT)
Teach Me to Forget You (Waltz)
Hold On To Your Heart (FT)
The Umbrella Man (Waltz)
I Fell Up To Heaven (FT)
SLIM AND SLAM (N) 4594
It's Gettin' Kinda Chilly (FT)
Sweet Safronia (FT)

VOCALION
Tops Your "Must" List!

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'Taint What You Do (FT)
Cheatin' On Me (FT)
SECRIC'S HONEY BEARS (O) 4576
The Joint Is Jumpin' (FT)
Off Time (FT)
OVIE ALSTON (O) 4577
Twinkle Dinkle (FT)
Spareribs and Spaghetti (FT)
JIM BOYD STRING BAND (HB) 4559
It Makes No Difference Now
Troubles
BUSTER BAILEY (O) 4564
Man With a Horn Goes Berserk (FT)
Light Up (FT)
FRED FEIBEL QUARTET (Organ, etc.) 4563
Swingin' At the Sugar Bowl (FT)
Swing Patrol (FT)
PATSY MONTANA (HB) 4568
You're the Only Star
That's Where the West Begins
PATRICIA NORMAN (V) 4547
Pluckin' On a Golden Harp (FT)
Flow Gently, Sweet Afton (FT)
MILDRED BAILEY (O) 4548
They Say (FT)
I Go For That (FT)
JAN GARBER (O) 4644
The Funny Old Hills (FT)
I Can't Get You Out Of My Mind (FT)
MILDRED BAILEY (V) 4619
Begin the Beguine (FT)
I Cried For You (FT)
CHICK BULLOCK (O) 4620
When You Wore A Tulip (FT)
I Want A Girl (FT)
ART SHAW (O) 4637
South Sea Island Magic (FT)
It Ain't Right (FT)

Hammond Scouts

for American Record Corp.

NEW YORK CITY.—Coming to the position with a rich background, John Henry Hammond, Jr., son of a man with an illustrious record in music, has been named talent scout and associate recording director for CBS' American Record Corp., according to report of executives. Trained in the "classics," young Hammond, now 28, early discovered "race records" and began at once to glean information on "jazzology" of which today he is a walking encyclopedia. His present collection of thousands of phonograph records was begun on a youthful allowance of a dollar a week. His familiarity with the picturesque and fascinating field of hot music is backed up by sound learning at Hotchkiss and Yale.

Hammond's interest in "race" music resulted in his discovery of such personalities as the Mitchell Christian Singers, Pete Johnson, Joe Turner, Meade Lux Lewis and Albert Ammons, whose places in the catalogue of the American Record Corp. assures the existence, as Hammond puts it, of "a treasure house of original, native American music, from which we hope to draw many fine artists." Hammond is also credited with having discovered one of the fine new Negro bands, that of Bill "Count" Basie.

Obtaining bands for recordings has long been a hobby of the younger Hammond. It was he who persuaded the English Columbia Co. to release abroad recordings of some of America's fine swing musicians then unknown. On these recordings, many of them collector's items today, will be found such names as Benny Goodman, Bennie Carter, Joe Sullivan, Fletcher Henderson and Red Norvo. To bring these records to American audiences today it is still necessary to pay the English company royalties.

Today, however, he knows just about everybody in the field. His work with the American Record Corp. will be no accident because he will be doing, on the job, just what he has been doing for fun in the past—discovering vital new music in America and bringing it to the public through the medium of recordings.

"Today recording companies must do a creative as well as a service job," Hammond asserts. "It is not enough any more just to get well-known bands to make popular tunes. There is too much of that already. The next job to be done is to find the new, native, original music that always has and always will serve as the source material for American jazz, and to encourage established bands to play such typical music." ●

Parking Arranged

HOLLYWOOD. — To better care for their customers the Rudolph Wurlitzer Company has arranged free parking space adjacent to their building at 1025 North Highland Avenue and mailed Courtesy Parking Passes to operators throughout Southern California.

The passes are good for a year and entitle the holder to free parking in the Wurlitzer lot at all times. ●

* * *

The doctor was visiting Rastus' wife to deliver her twelfth offspring. While riding along with Rastus he saw a duck in the road.

Doctor: "Whose duck is that?"

Rastus: "Dat ain't no duck. Dat's a stork with his legs wore off."

BRUNSWICK
Every Artist an ARTIST!

Rock-Ola Parties

become popular with new luxury lightup.

BIRMINGHAM. — Rock-Ola parties in private homes and public places of amusement are actually in style now days, according to reports coming from many amusement centers. In fact the famous Rock-Ola Luxury Lightup has become so popular that it attracts attention wherever one is placed.

The renting of phonographs for the use of private parties has become a daily habit of the Gold Dust twins. In fact the Hurvich brothers have built up an enviable business in renting phonographs to dances and parties, and the practice is becoming more popular all the time. The phonograph and the records are furnished and it is reported that a marvelous repeat business is available. ●

Immediate
RECORD SERVICE

Within a few hours of you is an Authorized RCA-Victor Distributor who understands the specialized needs of Phonograph Operators and is equipped to give you immediate record service.

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Taylor Electric Company
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Krich-Radisco, Inc.
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NEW YORK, N. Y.
Bruno-New York, Incorporated
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It Pays to Use VICTOR and BLUEBIRD RECORDS

PHONOGRAPH OPERATORS
The 1939
Velvetone
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is now the peer of them all.
IT'S DIFFERENT!
L. E. TURNER
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Hits On Discs

Only Records Suitable for Automatic Phonograph Use Are Reviewed in These Columns
CODE TO SYMBOLS: O—ORCHESTRA; HB—HILLBILLY; V—VOCAL; N—NOVELTY; R—RACE

BRUNSWICK

HORACE HEIDT (O) 8316
WE'VE COME A LONG WAY TOGETHER (FT)
NEVER AGAIN (FT)
Slow foxtrots played in dreamy dance tempo with vocals by Larry Cotton. Very good.

KAY KYSER (O) 8317, 8324
HEAVEN CAN WAIT (FT)
I PROMISE YOU (FT)
STICKS AND STONES (FT)
AIN'T YA' GOT NO ROMANCE? (FT)
First is another pair of slow foxtrots to keep 'em dancing and listening. Numbers are well played and arrangements interesting. Second offers novelties of the first magnitude. Sully Mason does both. Very good.

HARRY JAMES (O) 8318
BOO-WOO (FT)
WOO-WOO (FT)
A jam session with Harry James and the Boogie Woogie Trio. A full course meal for the rug cutters, jitterbugs and what have you. Scads of places where this disc will thrill.

TEDDY WILSON (O) 8319
MORE THAN YOU KNOW (FT)
SUGAR (FT)
Two grand old timers expertly done in slow swing by Wilson and featuring the intoxicating vocals of Billie Holiday. A ringer!

BARRY WOOD (O) 8323
GOOD FOR NOTHIN' (FT)
LAST NIGHT A MIRACLE HAPPENED (FT)
Entrancing foxtrots with superb vocals by Wood. Slow and fascinating arrangements. Tunes have plenty appeal. Only sour note is the blue ending standardized by this combo.

BLUEBIRD

ARTIE SHAW (O) 10141, 10148
THIS IS IT (FT)
IT'S ALL YOURS (FT)
ALONE TOGETHER (FT)
ROSE ROOM (FT)
Money-makers! First pair hail from the musical comedy "Stars in Your Eyes." The clarinet of Artie's is pleasantly effective on all four arrangements. Swing arrangement of "Rose Room" is a honey.

GRAY GORDON (O) 10142
IT'S ALL SO NEW TO ME (FT)
THE MOON IS A SILVER DOLLAR (FT)
"A" side is a medium sweet tempo foxtrot taken from Joan Crawford's new MGM pix "Ice Follies." Reverse side has a smooth ballad admirably suited to Gordon's Tic-Toc rhythm.

"FATS" WALLER (O) 10146, 10149
A GOOD MAN IS HARD TO FIND (FT)
HOW CAN YOU FACE ME? (FT)
PATTY CAKE, PATTY CAKE (FT)
ARMFUL O' SWEETNESS (FT)
The old torch ballad is revived on this record with "Fats" singing "A Good Man." Medium swing featuring "Fats" vocal work and pianistic efforts. Reverse is solid jive. Second disc presents the type of number made to order for this colored clown.

GLENN MILLER (O) 10145
CUCKOO IN THE CLOCK (FT)
ROMANCE RUNS IN THE FAMILY (FT)
Mighty interesting record. Medium swing tune and a rhythmic ballad. Well chosen vocals.

DICK TODD (V) 10150
I PROMISE YOU
I GET ALONG WITHOUT YOU VERY WELL
Should produce for operators. Todd is backed by three charming young lady companions whose constant chanting fills in the empty spots.

DECCA

GLEN GRAY (O) 2281, 2292
LAST NIGHT A MIRACLE HAPPENED (FT)
HOBOKEN BUCKET (FT)
COULD BE (FT)
I WON'T BELIEVE IT (FT)
A slowey and a fasty on the first disc. "A" side is a dreamy love song nicely done by Kenny Sargeant. The whole band swings out on the "B" side burlesquing "The Old Oaken Bucket." Second record carries another duo of dandy foxtrots. First is fast and second medium slow. Very good.

BOB CROSBY (O) 2282
SKATER'S WALTZ (FT)
EYE OPENER (FT)
A pair of swingy dandies featuring Bob Zurke at the piano. Plenty of dough awaiting this disc on the phonos.

PAUL WHITEMAN (O) 2283
I GO FOR THAT (FT)
NEVER FELT BETTER, NEVER HAD LESS (FT)
Another knockout featuring the Swing Wing and the superb vocal work of the Modernaires. Unlimited possibilities.

MILLS BROTHERS (V) 2285
SWEET ADELINE
YOU TELL ME YOUR DREAM I'LL TELL YOU MINE
These boys are nickel getters in thousands of spots regardless of the numbers they record. Here is a made-to-measure number for taverns, bars, etc. Platter mate is attractive too. Highly recommended.

BING CROSBY (V) 2289
MY MELANCHOLY BABY
BETWEEN A KISS AND A SIGH
Two grand numbers by Crosby. His "Melancholy Baby" is a real gem for ops. Second tune is average.

ANDREWS SISTERS (V) 2290
BEGIN THE BEGUINE
LONG TIME NO SEE
A sensational vocal operator's natural. First tune gets a snappy handling by the Sisters Andrews. Coupling is okeh too. Get this by all means. You'll find you can use quantities.

GUY LOMBARDO (O) 2291
PENNY SERENADE (FT)
I CAN'T FIND ANYTHING TO SUIT MY MOOD (FT)
The type of numbers Lombardo does so well. His "Penny Serenade" should make a nice showing.

JIMMY DORSEY (O) 2293
LET'S STOP THE CLOCK (FT)
THE MASQUERADE IS OVER (FT)
Knockout tunes played with the Dorsey finesse evident in every note. Top ranking favorites capable of winning friends and nickels too.

VICTOR

RICHARD HIMBER (O) 26164
PARADE OF BANDS (5 & 6)
Third record in the band impression series. This time the ork plays the theme songs of Whiteman, Bob Crosby, Artie Shaw, Larry Clinton, Eddie Duchin and Count Basie. Exceptionally well done and a proven money-maker for ops.

BENNY GOODMAN (O) 26166, 26170
PICK-A-RIB (1 & 2) (FT)
AND THE ANGELS SING (FT)
SENT FOR YOU YESTERDAY AND HERE YOU COME TODAY (FT)
The famous Goodman Quartet adds a bass and becomes a quintet on the first disc. A very pleasing example of hot chamber music. Second platter is a positive thrill. Starting at a medium slow tempo the time is doubled following the vocal chorus and a wailing trumpet dominates the performance to the end of the record. Coupling is an answer to a jitterbug's prayer . . . a medium blues number and plenty good.

SAMMY KAYE (O) 26171
NAME IT AND IT'S YOURS (FT)
THURSDAY (FT)
From Lew Leslie's "Blackbirds of 1939" comes this attractive partnership. Very good.

TOMMY DORSEY (O) 26172
HONOLULU (FT)
THIS NIGHT (FT)
Film tunes from "Honolulu." Swing tunes and a smooth ballad. Loads of appeal.

VOCALION

RED NORVO (O) 4648
I GET ALONG WITHOUT YOU VERY WELL (FT)
KISS ME WITH YOUR EYES (FT)
Two naturals, vocally as well as musically. Norvo's combo does a noble job of making these danceable as well as entertaining to listen to. Second ditty hails from Paramount's "Cafe Society" which is just hitting the boards. A timely record.

THE HOT BOX

Victor 710—Hot Pretzels
Beer Barrel Polka

Victor 711—Polka International
World's Fair Polka

Two outstanding records for music operators. First is played by Glahe Musette's ork. and second by Silver Bell combo. During first week these records were on sale in east, over 5000 copies were sold to operators. Both discs are naturals for any type of spot. Get next to these and start cashing in.

BRUNSWICK
Every Artist an ARTIST!

VOCALION
Tops Your "Must" List!

We've Moved

The DECCA San Francisco office has moved to new and finer quarters at:

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At this new address, in larger and more adequate quarters, the same organization stands ready to serve you even more efficiently.

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Get in the Money with Music's Big Money-makers

LARRY CLINTON & HIS ORCHESTRA
Victor 26151—I GET ALONG WITHOUT YOU VERY WELL
THE MASQUERADE IS OVER

SWING AND SWAY WITH SAMMY KAYE
Victor 26157—THERE'S A HOLE IN THE OLD OAKEN BUCKET
EILEEN

VAN ALEXANDER & HIS ORCHESTRA
Bluebird 10130—HONOLULU
THIS NIGHT

DICK TODD (Vocal)
Bluebird 10144—PENNY SERENADE
LITTLE LAD

RCA "HIS MASTER'S VOICE"

LEO J. MEYBERG CO.
LOS ANGELES . . . 2027 South Figueroa
SAN FRANCISCO . . . . . 70 Tenth Street

JAN GARBER (O) 4649, 4668
THIS IS IT (FT)
ALL THE TIME (FT)
MY WILD IRISH ROSE (Waltz)
WHEN IRISH EYES ARE SMILING (Waltz)

Jan Garber on Vocalion is a buy. This duo from "Stars In Your Eyes" shows loads of promises. Second pair represent another transfer from the Brunswick label. Old standard tunes that should be in every operator's library. Timely too with St. Patrick's Day just ahead.

TOMMY TUCKER (O) 4650
LAST NIGHT A MIRACLE HAPPENED (FT)
LET HIM LIVE (FT)

Sweet and immensely exciting. The use of the Hawaiian Steel Guitar accentuates the value of these tunes. Use this one.

ATTENTION! PHONOGRAPH OPERATORS!

The leading operators in this country are now saving their money by repeatedly having us repoint their used needles! Hundreds of testimonial letters verify our claim that you can get up to 2000 perfect plays from a needle repointed by us without impairing the tone of the record, or hurting it in any way! Follow the leaders! Send 12 used needles with one dollar and save your money too!

OPERATORS SERVICE SUPPLY CO.
2045 Carroll Ave., Chicago

MITCHELL AYRES (O) 4665
WE'VE COME A LONG WAY TOGETHER (FT)
SHUT-EYE (FT)

With this disc Ayres rightly deserves a place in the operator's "Amen Corner." Tunes measure up to the best.

JIMMIE LUNCEFORD (O) 4667
BABY, WON'T YOU PLEASE COME HOME (FT)
BLUE BLAZES (FT)

Hot stuff personified. Swing arrangements and "Groove Gold" for ops. Recommended.

PRAIRIE RAMBLERS (HB) 4672
I WONDER IF YOU FEEL THE WAY I DO
SOMEBODY'S SMILE

Old time singing positive to register with the mob. Done in the "lament" style so definitely married to hillbilly music. Good for a steady run.

Best Sellers

for FEBRUARY, 1939

BLUEBIRD

10124—Carioca
Bill
Artie Shaw Orchestra
10125—The Donkey Serenade
My Heart Stood Still
Artie Shaw Orchestra
10128—Vilia
The Man I Love
Artie Shaw Orchestra
10126—Lover Come Back To Me
Rosalie
Artie Shaw Orchestra
10107—Could Be
The Devil With The Devil
Johnny Messner Orchestra
7746—Begin The Beguine
Indian Love Call
Artie Shaw Orchestra

BRUNSWICK

8282—My Heart Belongs To Daddy
Most Gentlemen Don't Like Love
Mary Martin & Duchin Orch.
8303—I Get Along Without You Very Well
Chopsticks
Kay Kayser Orchestra
8225—The Umbrella Man
Sixty Seconds Got Together
Kay Kyser Orchestra
8304—Kinda Lonesome
Junior
Dorothy Lamour
8309—Little Sir Echo
Let's Stop The Clock
Horace Heidt Orchestra
8313—Penny Serenade
Dawn of a New Day
Horace Heydt Orchestra

DECCA

2201—I Have Eyes
Funny Old Hills
Bing Crosby
2273—I Cried For You
Let's Tie The Old Forget-Me-Not
Bing Crosby
2214—Hold Tight
Billy Boy
Andrews Sisters
2257—Just A Kid Named Joe
The Lonesome Road
Bing Crosby
2200—You're A Sweet Little Headache
Joobalai
Bing Crosby
2221—The Umbrella Man
We Speak Of You Often
Guy Lombardo Orchestra

VICTOR

26150—Penny Serenade
Could Be
Sammy Kaye Orchestra
26141—Deep Purple
A Study In Red
Larry Clinton Orchestra
26151—I Get Along Without You Very Well
The Masquerade Is Over
Larry Clinton Orchestra
26157—There's A Hole In The Old Oaken Bucket
Eileen
Sammy Kaye Orchestra
26145—Old Black Joe
Cocktails For Two
Tommy Dorsey Orchestra
26159—Shut-Eye
Good For Nothing But Love
Benny Goodman Orchestra

VOCALION

4582—'Tain't What You Do
Cheatin' On Me
Jimmie Lunceford Orchestra
4614—Oh By Gee, By Gosh, By Gum
Wabash Blues
Hoosier Hot Shots
4619—Begin The Beguine
I Cried For You
Mildred Bailey & Orchestra
4609—The Tale Of The Groom
Long, Long Ago
Patricia Norman
4595—Le Jazz Hot
Rainin'
Jimmie Lunceford Orchestra
4610—And Then I Wrote
Annabelle
Lawrence Welk Orchestra

Rock-Ola Clicks

with Northern Cal. Ops

SAN FRANCISCO (RC)—A big splash in the local coin machine pool was made this month when Clarence McClelland opened his Rock-Ola headquarters on Golden Gate Ave. and declared his intention of showing the city what his machines will do. It proved to be no idle threat, for in the two weeks that McClelland has been plying his trade he has sold every carload shipment that he has been able to lay his hands on, and goes about muttering in his beard that he can't get more. Up to the first of the year McClelland was district manager for Rock-Ola with the seven Western states as his territory. For five years he held this job until Rock-Ola decided San Francisco and points north needed a red-blooded he-man to fight its battles. McClelland, well known in these parts, has found a ready reception for his machines.

Miss Helen Kessler who has acted as McClelland's private secretary for the past three years is serving in that capacity. The newly decorated offices are in three tones of blue wall board and set off to good advantage the brightly colored Rock-Olas on display around the room. McClelland's territory will inclinclude California, north of Fresno, Oregon, and Washington. ●

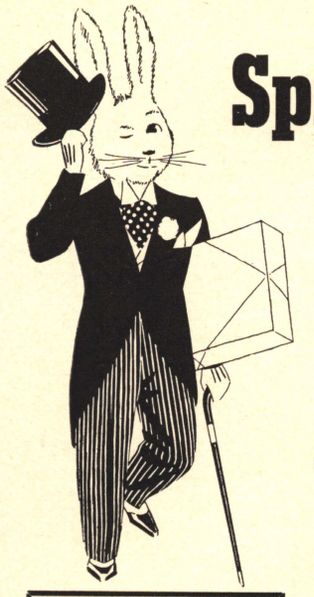
* * *

Six-year-old: "I wonder why so many babies get borned at night."

Seven-year-old: "Why, don't you know that? It's because they want to be sure of finding their mothers at home."

CHALLENGER

Manufactured by
VICTOR VENDING CORP.
4203 Fullerton Ave., Chicago, Ill.



Spruce Up Your Locations

Spring is just around the corner. Now is the time to brighten up and enliven your operations. New and reconditioned games from LONG BEACH COIN are just the tonic needed. All of the latest games are on our showroom floor. In addition, our stock of reconditioned games was never more complete. Just check these offerings:

NEW GAMES

Chicago Coin
MAJOR 89.50
(Free Game)

Exhibit
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Exhibit
CHIEF 89.50
(Free Game)

Stoner
CHUBBY 84.50

Genco
CIRCUS 89.50

RECONDITIONED BARGAINS

Alps (free game)	$65.00	Gaytimes	$17.50	Recorder (free game)	$15.00
Buttons	35.00	Hi-Lo's	20.50	Snappy	20.50
Bambinos	18.50	Jitterbugs	32.50	Stoner's Races	10.00
Cargoes	17.50	Klick	55.50	Turf Champs	20.50
Expositions	25.50	Lightnings	15.00	Trophy (free game)	52.50
Green Lights	30.50	Ragtimes (free game)	45.00		

Groetchen's
MERCURY
The finest counter game for operators today! Take our word for it.
$32.50

★ ★ ★ ★ ★ **FIVE STAR SPECIALS** ★ ★ ★ ★ ★

SKEE HI'S . . . . 3 for $30.00

STONER'S RACES . . . . 3 for $27.00

AUTO DERBIES . . . . 2 for $9.00 or 3 for $12.00

NOTICE: With every new individual order this month we will give one 1-year subscription to the COIN MACHINE REVIEW *FREE!*

LONG BEACH COIN MACHINE EXCHANGE
1628 EAST ANAHEIM PHONE 623-278 LONG BEACH, CALIF.

Decca Corporation

moves to new quarters in bay area

SAN FRANCISCO—The Decca Distributing Corporation announced the opening of a new location for their local branch early this month. The new building, located at Third and Market Streets, offers many conveniences for customers of the company.

In a separate building, the new location provides a ground floor entrance, sufficient show room and storage space, and far more convenience for customers. It has nearly three stories with a full basement and a large mezzanine around the entire building.

L. C. Gilman, Pacific Coast Manager, feels that the new quarters will provide far better facilities for taking care of Decca customers. Four new booths are available for the demonstration of merchandise.

The new location is accessible for all operators in the Bay area, Gilman states. It is about halfway between the two exits to the Bay Bridge and only half a block off Third Street, and is only four and one-half blocks from the center of town. Being on a side street, ample parking facilities are available at all times. ●

J. C. Dorser Passes

FRESNO—J. C. Dorser, pioneer music operator of the Pacific Coast, died early this month. Head of the Dorser Music Company in Fresno for many years, Dorser was well known to operators in this area. The funeral was held in Fresno Saturday, March 5. ●

Long Beach

Frank Swartz, of the D. & S. Novelty Company, Rockford, Illinois, is vacationing in Long Beach and spending some time at the jobbing establishments. On Friday of last week, in company with Joe Richarme, Swartz was a luncheon guest of J. Frank Meyer, president of Exhibit Supply Company, in Los Angeles.

Twenty thousand gross of new charms arrived in Long Beach the past month and were promptly sold to operators by the M. Brodie Company. New shipments, representing the finest American-made jewelry items for novelty vending, are arriving daily.

Seems strange when an operator hauls a machine 30 miles for a repair job but that's exactly what C. Casey, Los Angeles, did the other day when he brought a machine to the Long Beach Coin to have their crack mechanics work on it.

Phonograph operators in Long Beach have all joined the new Operators Organization for Southern California. Already enrolled are Keeney Seebring, Lawrence Barnes, C. C. Griggs, Frank Bellman and the Service Coin Machine Company.

W. M. Runcie, San Joaquin valley operator, was in Long Beach last week buying new equipment from Joe Richarme.

"Steve" Brodie, of the M. Brodie Company, announces that he has taken out group insurance with Aetna for all employees of his company in the United States. Policies cover sickness, accident, and death and are in amounts of $2,500. for managers and $1,000. for employees. ●

Distributed by
VIKING SPECIALTY CO.
530 Golden Gate Ave.
San Francisco, Calif.

Nebraska-Iowa News Notes

By CHARLES P. RODMAN

The Sidles Company, Omaha distributors of RCA and Bluebird records, has completed alterations in their record department and now has space double that used during the past year. It is very efficient and John Dauble, the genial manager, reports orders can be filled and dispatched within thirty minutes after order is received. Manager Dauble made a trip over the Iowa-Nebraska territory the latter part of February and reports business somewhat improved.

J. E. Plank, an operator in Council Bluffs and nearby Iowa territory, and Mrs. Plank, have just returned from a month's visit to Miami, Florida. They spent the time enjoying the beach, ocean bathing, and some deep sea fishing.

A firm of distributors, for Exhibit and Bally machines, has been formed in Omaha by Hymie Zorinsky and M. S. White. The location is 103 South Thirteenth Street. Hymie is interested in over 400 merchandise machines vending peanuts and candy and states business is very good. The new firm will also carry used machines of various kinds. White is a former operator of different kinds of machines and has a thorough knowledge of the business.

Mrs. Tony Mangano of the Howard Sales Company, Omaha, has been operating the business for the last two months while Tony is visiting California, including a visit to the San Francisco fair. Mrs. Mangano has at last revolted and Tony is due for a surprise when he arrives home. She will visit the New York fair about the first of April. By the way, she is proving a good business manager and the business is speeding ahead very well without Tony. ●

Pennsylvania State Operators' Association

PHILADELPHIA (RC)—At a meeting of the Board of Directors of the State Organization held at the Hotel Majestic, March 1, Harry Wexelblatt, Secretary, reported the action of the Philadelphia Operators' Association in voting to have their membership of more than 80 operators affiliate with the State group. This decision was made following an address by Wexelblatt before the Philadelphia Association, early in February, urging them to join with the State Organization for mutual benefits. Following his address a motion was made that the entire group join with the State Association. The following week the motion was approved by a vote of the Philadelphia Association, thus enlisting every member of the Philadelphia Coin Machine Operators' Association in the State Operators' Association.

The Board of Directors decided to establish local operator groups in various sections throughout the State. These local organizations would have the support of the State Association in all local problems and would be a component part of the State-wide organization.

It was also decided to revise the method of uniting the local groups and bringing them together for discussion of mutual problems. Instead of a state meeting each month, Harry Wexelblatt, as Secretary of the State Organization, will attend regular meetings of the local groups and discuss problems. The actions and problems of the locals in State problems will be coordinated by Mr. Wexelblatt.

Each local group will have a representative member on the Board of Directors and at the meetings of the Board, which will be held at regular periods, there will be discussion and action upon mutual problems.

The Association is still working to secure advantageous legislation for operation of coin machines and the Board of Directors stressed that the success of such efforts depends upon the strength which the State Association can muster at legislative meetings.

Members of the State group are watching with keen interest the case instituted by a member of the Philadelphia Association now before the State Supreme Court in which the validity of the assessment of a mercantile tax on new types of bagatelle games is being tested. ●

Inter-State Ass'n

holds fourth convention

NEWARK—The Inter-State Cigarette Merchandisers Association held its Fourth Convention on Saturday, February 18, at the Hotel Robert Treat.

Fifteen delegates were present, representing the states of Connecticut, Massachusetts, New Jersey, New York, Pennsylvania, and the cities of New York, Syracuse and Buffalo.

At the election of officers for 1939, Anthony J. Masone of Connecticut was chosen to head the organization as president. Charles W. Stange of New Jersey was elected vice-president. Alfred Sharenow was elected secretary, while William Peek of New York City was chosen treasurer. For recorder the group chose Le Roy Stein, Manager of the CMA of New Jersey.

Acting as members of the Board of Directors for the coming year will be Edward J. Dingley of Philadelphia, John A. Gage of Syracuse, New York, and Theodore Phillies of Buffalo, New York.

One of the topics under discussion was the question of reciprocal agreements between associations in conflicting territory and those between individuals where no association exists. Resolutions were introduced recommending uniform trade practices among the several members of the Inter-State Association.

A resolution adopted and of significant importance will make it possible for the Inter-State Association to serve as a clearing house for the exchange of ideas rather than an instrument for the enforcement of trade practices.

With the unanimous approval of an Article in the Constitution and By-Laws, the group provided for the volunteer services of each member of the Association. This means that nearly all paid employees will be eliminated.

It was agreed by the members attending the five-hour session that the Fifth regular convention would be held in Boston Saturday and Sunday, May 20 and 21. ●

TOY OPERATORS

A NEW Inexpensive Toy Assortment

The

CHARM FILLER

1 gross assorted celluloid charms 60c each.

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One of These Packs Must Fit Your Needs

or we will make up one for you!

"Hi-Low" Master Toy Packs
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"Hi-Low" Stamp Bag
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"Hi-Grade" Bag
"Hi-Low" 1-Gross Bag
Lead Bag
Topper Toy Pack
All American Pack

CHALLENGER PACK

WRITE FOR PRICES TODAY!

M. BRODIE CO.

2182 Pacific Avenue Long Beach, Cal.

SLIGHTLY USED

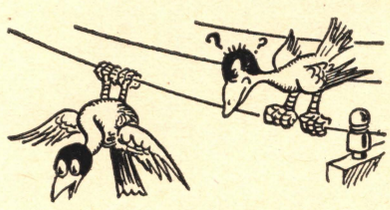
VEST POCKET BELLS

$39.50

WOLF SALES CO., INC.

1103 Golden Gate Avenue
SAN FRANCISCO, CALIF.

WATCH For Our NEW CATALOGUE



The most complete catalogue on novelty automatic payoff games on the market. All the games shown have been manufactured in the past 6 or 7 years and are completely reconditioned. We carry a complete stock of Skeeballs, Phonographs, Counter games.

NO DEAL IS COMPLETE UNTIL YOU ARE SATISFIED

Southwestern Vending Machine Company

2833 W. Pico Street ROchester 1421 Los Angeles, Calif.

With Southern California Coinmen

LOS ANGELES. — Operator Billy Mason of Santa Monica sat talking with us the other day and unburdened himself of an idea that has long been in the back of his mind. He's had an interesting and a wide variety of experiences thus far in his life, getting early training as a printer, following that with selling advertising and writing advertising copy, selling real estate, small farms and business opportunities. Now, of course, he's interested chiefly in coin machines.

When some minor thing goes wrong with one of his machines he's pretty clever at fixing it. But, he points out, he's not an electrician and games have grown increasingly complicated of late. So when something more important goes wrong he has to pick up the machine, load it into his car and drive sixteen miles into Los Angeles. He gets it fixed and drives sixteen miles back to Santa Monica. Then maybe the jolting of the car has "unfixed" the adjustment, and perhaps the equipment is worse than ever.

The logical remedy, he thinks, is a school for operators, which might be conducted by some ace mechanic, using actual games to demonstrate why and how certain switches work, what certain connections do, and in short, to make clear the mechanism of the latest devices. He feels that a course of meetings one night a week for a month would help out many an operator, and he thinks a charge of $10 for the course would be reasonable and not out of proportion to what the operators could learn. It's a thought that might be usable in a good many operating centers of America.

From headquarters of the Associated Operators of Los Angeles County come the following personal notes:

Operator Causey and Mrs. Causey have adopted a baby boy. . . . N. W. Inman has become the father of a baby girl. . . . Operator Olander's little daughter recently won a screen contest. . . . Paul Henry's young son paid a recent visit to the office of AOLAC. . . . Jim Brady's daughter is convalescing from a broken collar bone. . . .

Cedric Sanders is a new member of Automatic Service Co. . . . H. F. Halgren, Dudley Trofan, John D. Rogers, John D. Calas and Fred Martino are new members of the County Association. . . . Charles Moorhead is again active in county operating, and now lives in the city of Los Angeles. . . . Billy Mason is gaining a reputation as the AOLAC's luckiest member. In quick succession he won a new Ford and four tickets to the Rose Bowl game. What next, Billy?

Into Paul Laymon's, in a 10-gallon hat and a big smile, the other day, walked George Pierson, of Pierson's Dude Ranch in Fresno, after new equipment. . . . George Jadoon of Reedley checked in for a ten-day stay. . . . Other visitors to the establishment: L. B. Garrison, Bakersfield, down to buy games and see the races; J. Stanley Gordon of Arizona Vending Machine Co., Phoenix; Bert Ramsey of J & R Amusements, and Sam Lachenmaier, Bakersfield; Fred Trevillian and M. C. Bledsoe, Santa Barbara. . . . Bledsoe has a new fishing boat, so 'tis said, aboard which he climbs every morning; about 3 p.m. he comes ashore to see if there are any service calls for him; if there are none, back he goes. And he has a BIG coat of tan.

Other reports from the Laymon headquarters: Howard Grohe has a new Ford sedan. . . . Sam Jamison, who works for Operator Vern Briggs, has worked so hard he's lost 33 pounds. ●

Multiple Reserve

announced by Bally

CHICAGO—"Now it can be told!" exclaimed Jim Buckley, general sales manager of Bally Mfg. Company, releasing first general announcement on Pacemaker, Bally's newest multiple one-shot. "We began shipping Pacemaker several weeks ago and have been enjoying a real volume business. But we purposely held back publicity until we had obtained enough collection reports to justify the enthusiasm we believe this great game deserves. Every report received so far—and we've received plenty with the repeat orders we've been getting—proves that Pacemaker is, beyond question, the fastest money-maker ever built in the multiple class."

"Pacemaker has every feature operators have always wanted in a pay table—all combined in one great game! All the proven play appeal of Mystery Selections, Changing Odds, Win-Place-Show-Purse Awards. The multiplied earnings guaranteed by multiplied payouts. The 'come-on' and 'keep on' of a Sweepstakes Reserve that climbs up, up, up to a very juicy top. And new flash and action features galore—including a new Adjustable Sweepstakes Light, which permits greater operating flexibility; new Projector-type Reserve Register; new illuminated plastic light-box moulding; new illuminated plastics on the playfield; and a new de luxe richly grained cabinet. Pacemaker is a machine which will rank in payout history with such historic games as Bally's original Multiple and the famous Fairgrounds." ●

CHALLENGER

Distributed by

Vending Machine Headquarters
1160 Mission Street
San Francisco, Calif.

150 Used Cigarette Vending Machines Perfect Condition

Stewart & McGuire (Du Grenier) 7-Col. Streamlined

All colors: Monel - Gray - White - Green - Blue - Maroon - Brown

Mills—V-12's Gray finish - latest models, with change makers.

These machines are like new. Guaranteed perfect mechanical order. Write, wire or phone for quantity prices. Cash or Contract.

C. E. WASHBURN

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LEGAL Everywhere

SKILL-JUMP

Everyone admits that SKILL JUMP is the most brilliant Novelty Game which this industry has seen in years.

Skill Jump looks different, it plays differently, it is so refreshingly new that it cannot be compared with any other game.

Already, collections from Skill Jump are exceeding by a good margin customary figures; ample evidence that it has the come-on which brings players into a location and keeps them lined up in front of the coin chute.

SKILL JUMP will delight you with its novel playing action, it is positively tantalizing to play and to watch, and yet its skill features are so obvious that authorities everywhere are pronouncing it as 100% legal.

SKILL JUMP has a number of inclined surfaces, down which a ball must roll before it can land in a scoring pocket. These inclined surfaces can be manipulated at will by player who has complete control over the movement of the ball, by increasing or decreasing the amount of "tilt".

It takes steady nerves, correct timing and a sure hand to have the ball jump from one level to a lower one, without plunging off into space--into an out pocket.

Seldom has there been a game with the come-on of SKILL JUMP, many operators are running it without award cards at all, such is the "let's try it again" appetite which it creates.

Sharpshooters will find themselves powerfully attracted to SKILL JUMP; however, an unpredictable "chance action" in the last lap gives you complete protection against them.

You can obtain SKILL JUMP as a Console Model or for Counter operation; its moderate price is a pleasant surprise and enables you to cover all of your locations with this great money-getter.

CONSOLE MODEL of Skill Jump is same size as counter Model, but is mounted on attractive metal base, which may be weighted down with rocks or sand. Metal base and Skill Jump cabinet are finished attractively in Walnut.

Available in straight Nickel or straight Penny Play, or combination Penny-Nickel-Dime Chute; last coin is shown. May be operated with 8 Balls or any lesser number of Balls best suited for your locations.

High score reward cards of proven percentage are included, skill requirements adjustable to suit local conditions.

Console Model
LIST PRICE - - - **$47.50** EACH
F.O.B. CHICAGO

The Stampede To Skill Jump Is On —
We suggest an immediate survey of your locations, rush your order at once for early delivery.

SKILL-JUMP *Counter Model*

- **Legal Skill Game**
- **Proven Player Appeal**
- **Precision Engineered**
- **Fool Proof Coin Chute**
- **Last Coin Is Shown**
- **Large Cash Capacity**
- **Size: 21″ wide 31″ high — 8″ deep**

List price

$40.00

F.O.B. CHICAGO

Skill Jump is the Game of the Hour

If you would enjoy a good night's sleep, without worrying about your equipment — you should operate SKILL JUMP.

Present day conditions require equipment which will stay up, games which will earn an income *every* week without interference.

SKILL JUMP is completely lawful, and yet it packs such a powerful player appeal that its earnings compare favorably with much higher priced equipment.

SKILL JUMP commands immediate attention on every location; it is as fascinating to watch for spectators as to play for the customer himself.

Get in on the ground floor!

Start operating SKILL JUMP. Watch your investment come back within a few short weeks.

You will coin steady profits for many months to come.

GROETCHEN TOOL COMPANY

122 NORTH UNION STREET . . . CHICAGO, U.S.A.

Automatic Music Association of New Jersey, Inc.

President — EVERETT MASTERSON; Vice-president—JEROME MORRIS; Secretary—ARCHIE KASS; Treasurer—EDWARD MARKS; Manager —LeROY STEIN. Offices: 60 Park Place, Newark, N. J.

Starting December 1, 1938 with a membership of 12 interested operators, the Automatic Music Association of New Jersey has grown, within the space of a few weeks, to a point where it is now known as the "Heinz Association," since it has 57 varieties of operators affiliated with it, from all over the state. The membership campaign which resulted in such phenomenal growth was instituted and directed by LeRoy Stein, manager of the organization, who began his job the first of last year's last month.

This marked growth has given such impetus to the Association that already it has accomplished more than some associations have been able to achieve in many years. With an election of new officers, a board of directors, and an arbitration board, the Association is now able to function efficiently.

The legal department is in charge of Sol L. Kesselman, who holds a similar post in the Cigarette Merchandisers' Association of New Jersey. Working with Manager Stein, Counsel Kesselman has been able to offer a number of services which already have been of direct benefit to members in combatting adverse legislation.

From the very outset the use of "smutty records" has been condemned vehemently, and it is with pride that Stein reports that not a single record of this character has been placed on any phonograph in any location within New Jersey. The Association, it is recorded, will not countenance a violation of this rule, and expulsion from membership is the penalty for this breach of contract.

In addition, cooperation of all manufacturers is sought and a policy of inviting representatives of the several supply men has been introduced. Among the first to take advantage of the invitation were Sam Kresberg of East Coast Phonograph Distributors, Inc., of New York City; Marty Mitnick of the Philadelphia office of the George Ponser Co., David Wagman of Krich-Radisco Co., David Stern of Royal Distributors, and others representing unnamed companies.

The publicity committee has already suggested the conduct of a regional exhibit and banquet to celebrate the unprecedented success of the organization, and as a means of providing an opportunity for the supply men to meet their customers in fraternal surroundings. Notice has been given that appointment of a special committee will be sought to carry out this project.

Another group due to function in the near future will be the World's Fair committee whose purpose it will be to arrange for an official visit of music merchants to the World's Fair and, if possible, to have a day set aside to be known as "Automatic Music Merchants' Day."

Although plans are still indefinite, it has been stated that Manager Stein will seek organization of an Inter-State Music Merchants' Association similar to that which he was instrumental in organizing among the cigarette groups.

Association identification decalcomanias have already been sent to the membership and must be applied to all phonographs within the state of New Jersey, and will remain on the machines until April 1, when a new set will be issued.

Arrangements have been made for the creation of a central purchasing department under the supervision of the manager and in charge of Archie Kass. This arrangement will give members of the Association an opportunity to purchase supplies in bulk, effecting considerable savings for those who take advantage of the cooperative buying plan.

Members who are serving on the board of directors are Mrs. Babe Kaufman, S. H. Barclay and Emanuel Ehrenfeld. ●

"Swell Game!" agree Carl Hoelzel and Louis Swyden of United Amusement Company, Kansas City, as they admire Bally's Hawthorne during recent visit to Chicago.

Automatic Cigarette Vendors' Association of Pennsylvania

President—E. J. DINGLEY; Counsel—NORMAN H. FUHRMAN. Offices: Fox Building, Philadelphia.

By HARRY BORTNICK

A brief history of the affairs of this organization was presented to members at the regular meeting in February which marked the Association's second anniversary. The fact that most of the operators of automatic cigarette machines in the Philadelphia area were members was announced. Members were reminded that the organization's grievance committee has had to settle only a very few disagreements between members but that without an organization to decide these grievances a permanent split between vendors might have resulted and a consequent cutting of profits.

The affiliation with the Interstate Cigarette Merchandisers' Association has been very helpful in securing needed information and members have been kept informed of the discussions of meetings of this group by President E. J. Dingley, who acts as representative of the local group.

Petitions for membership of several operators was taken up for discussion and it was decided to hold over a vote for another month until full information of the wishes of the entire membership could be ascertained.

The Uneeda Merchandising Co., Inc., a cigarette machine distributor with headquarters at 824 N. Brand St., opened their quarters on Saturday, February 25, as factory representatives for U-Need-A-Pak machines. Proprietors are Sam Altholz and William Wiener. ●

* * *

A guest of a small southern state hotel was awakened early one morning by a knock on his door.

"What is it?" he called drowsily without getting up.

"A telegram, boss," came a Negro's voice.

"Well, can't you push it under the door without waking me up so early?"

"No, suh, it's on a tray."

News from the Heart of America

By B. K. ANDERSON

KANSAS CITY, Mo. (RC)—If you were in the Western Distributing Company looking for Frank Schrogl along the last of the month, you were told he was taking a few days off. In truth, Schrogl was not only taking the days off but was taking them in bed where a serious attack of flu kept him for most of the week.

Then too, you may have seen the ambulance pulled up in front of Carl Hoelzel's United Amusement Co. It came about like this: Carl was bitten by the little flu villain, and at the same time contracted a very severe head cold. Knowing Carl, as you probably do, you won't be surprised to learn that, although he should have been in bed, he stayed at work and with frequent puffs on an inhaler tried to keep his cold-saturated head clear. But the inhaler was strong, as were the germs, and Carl was weak, and it all added up to the point where he fainted and medical help was summoned.

We are very happy to report that both Carl and Frank have recovered, and are back at their offices.

February was a bad deal, but March gives every indication of righting this weather set-back. The roads are clear again and the weather is warmer; business has increased with the same rapidity which it showed earlier in the year and rural operators report that they expect a big year.

Among the forecasters in this line are Johnnie Johns, who operates cigarette vendors extensively in the rural areas, as well as the Kansas City metropolitan district, and John Corse who makes his rounds in the West Central Missouri area.

John Corse told us, on one of his recent coin machine shopping trips to Kansas City, that he expects to do more along the extension line in 1939 than he has in any year to date. And judging from the trouble we've had in getting in touch with Johnnie Johns recently, he's already spreading them out in the stock and crops districts.

Type-of-equipment-hero of the winter months has been and is continuing to be music. Not only have operators of other types of equipment added music very successfully to their lines of operated machines in the past few months, but also there has been an influx of new blood, which somehow or other always seems to give new life and stimulus to any industry.

Ivan "Swede" Nelson, Kansas operator, limpingly crossed our path the other day and explained that a fall down the basement stairs of his home was the cause. Ivan told us that he jumped out of bed, one of those cold February mornings, and rushed toward the basement stairs intent on coaling the furnace. He says his feet touched only the top step. He lit on the base of his spine on the bottom, after describing an arc over the intervening steps.

At the time we last saw Swede he had just come from his doctor who is treating him for a dislocated spine and bruises. He says that he is gradually recovering, but would advise all operators who weigh more than two hundred pounds, not to do flips on basement stairs.

As to lessons of the month, there are two. Most important is that passed to me by an operator of bulk vendors in the Kansas City, Kansas, vicinity. He says that he has been stocking most of his machines with confections and charms until recently, when he switched a large number of them back to assorted nuts. His profits have increased considerably, he says, as a result of this move. This would tend to indicate that bulk vendors will profit from a trial switch of merchandise at regular intervals throughout the year.

The second lesson concerns merchandising of machines. Displayed in the window of a Kansas City dealer, are quite a number of used, well-known-brand-name, bulk vendors. An operator friend of mine called recently and asked me to go with him to inspect them with an eye to buying up the lot. When we called on the dealer we found that the machines were exactly in the same condition as when removed from location. The bowls were badly in need of washing and polishing and remnants of nuts and confections still spotted their interiors.

I could see by my operator friend's face that he felt the same distaste for merchandise in this condition that I did. No doubt the merchant thought that if the machines looked cheap prospective customers would feel that they were getting them at a bargain. As to the price he had on them, it was low enough—even below market. But my operator friend shook his head and hurried out of the store. He wasn't going to clean up another operator's dirt even if it would save him a little money. Later in the week he went to the distributor of this particular make of vendor and purchased, at slightly higher prices, identical machines. The only advantage the machines purchased at slightly higher prices had, other than being the merchandise of a reputable dealer, was that they were clean.

Viking Buys

huge almond crop.

SAN FRANCISCO (RC)—Einar Wilslev, of Viking Specialty Co., has been smelling the wind of late and believes that there is about to be an avalanche of buying in the field of salted almonds. Forthwith he made a contract this week to take a $40,000 almond crop from an East Bay dealer. Almonds must be of a particualr size to work in a vending machine; hence his excitement when he found just the right kind. Operators who have used them find them just four times as successful in their machines as any other vending product.

The charm trade is still holding up in other parts of the country, in spite of its falling off slightly in San Francisco. 4000 gross were recently shipped directly to New York after their delivery to Viking from Japan.

Viking has taken over the manufacture and distributorship of a new penny mint machine which vends Mason's mint chocolates the size of a dollar. According to Wilslev, operators using these have had phenomenal luck with them. Most of the locations are in restaurants and owners are anxious to have them placed there. One operator was lucky enough to place thirty in two hours. ●

Phonograph Operators of Eastern Pennsylvania and New Jersey

President — PHILIP FRANK; Vice-President — HARRY SCHERDORF; Treasurer—IRWIN NEWMAN; Secretary — JOHN MANION; Business Manager—FRANK HAMMOND. Offices, 408-10 Schaff Building, Philadelphia.

By HARRY BORTNICK

Action was taken to admit distributors of phonographs in this area to full membership in this Association at a meeting of February 9. The distributors will pay dues and have full rights of membership, will attend meetings, discuss problems and be able to vote and to use the facilities of the organization. This action was taken because one member operating machines was recently appointed a distributor. New members admitted under this ruling are: J. D. Lazar, distributor, Rock-Ola phonographs; and Penn Coin-O-Matic, Wurlitzer distributor; Keystone Novelty, distributor for Mills Phonograph, was expected to be admitted to membership soon. Automatic Amusement Co., headed by Frank Engel, distributor for Seeburg, was already a member.

A new organization of phonograph operators in Delaware, upper Virginia and eastern Maryland, will be started under the sponsorship of the local organization. This new group will bear the name Del-Mar-Va Phonograph Operators Association. Frank Hammond, business manager, will aid in organizing.

A delegation from the Del-Mar-Va group visited the local organization on Tuesday, February 21, to discuss the organization of their group with Frank Hammond and also to secure information regarding rules and regulations used by the local operators.

Another group in the formative stages is in Atlantic City, N. J. All operators in that area have become affiliated with the local organization. However, it is some distance from their city to Philadelphia and this Association is discussing the possibilities of forming another chapter in Atlantic City.

Members in the "seaside city" who would become charter members of an Atlantic City chapter are: Surf Music Co. (R. Black, F. Smith, R. Ruebenstein and E. Bess); Budnick Bros.; George Walter, Jr.; Charles Juniewicz, and others.

The High-Point Amusement Co., friendly Maurice Finkel's trade name, is distributing an excellent phonograph tube which local dealers report gives excellent service.

Henry Margolis has opened a new used record shop at 1401½ Columbia. Congratulations to him on enlarging his business.

Bill Ashmore and Bill Westphal, of the Casino Amusement Co., Asbury Park, N. J., associate members under the N.J.-Pa. Association agreement, were guests at a recent meeting.

Congratulations to Sam Cisenfeld, who, we understand, "rode the goat" in becoming a Mason.

Penn Coin-O-Matic Co., local distributors for Wurlitzer phonographs, moved to new headquarters at 821 N. Broad Street, on Monday, February 20. This is directly across the street from their old quarters. ●

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FOR SALE

Bally Rover, $24.50; Preakness, $24.50; Fairgrounds, $59.50; Feed Bag, $99.50; Stoner Turf Champs, $15.00; Leatherneck, $9.00; Mills Ten Grand, $12.50; Stoner's Races, $9.50; Round-ups, $9.50; Jumbo, $7.00; Prospectors, $6.50; Novelty Games, $5.00 each; Reel Spots, $5.00; Gottlieb Daily Races, counter game, $6.00. Sell or trade for Rock-Ola World Series, Nut Vendors, or Paces Races. A. E. CONDON SALES CO., Lewiston, Ida. (FM-P)

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We furnish all types of tokens or checks for pin games or payout tables, slot machines, etc. Mailing list compiled. Coin counters, name plates. Write for circular and samples. SUPREME PRODUCTS COMPANY, 333 N. Michigan Ave., Chicago, Ill. SS-C

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Scales and other vendors. Write us description and price immediately. SILENT SELLING CO., Marion, Ind. (8-39)

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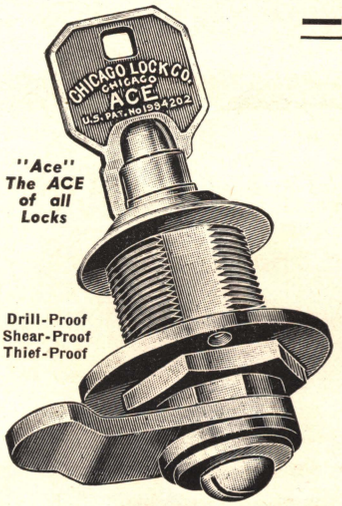

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Business Opportunity

offered by South American firm.

CHICAGO.—From the offices of Buyers International at 666 Lake Shore Drive, American Furniture Mart, here, comes the advice of their appointment as purchasing agent for a very active concern in Buenos Aires, Argentina, and the declaration that this concern is in the market for all types of coin machines.

Name of the principal in Buenos Aires is Guillermo Ospina, and the address is Casilla de Correo 886, Buenos Aires, Argentina. Any offers should be submitted directly to Mr. Ospina, with a copy sent to the Chicago office of Buyers International. ●

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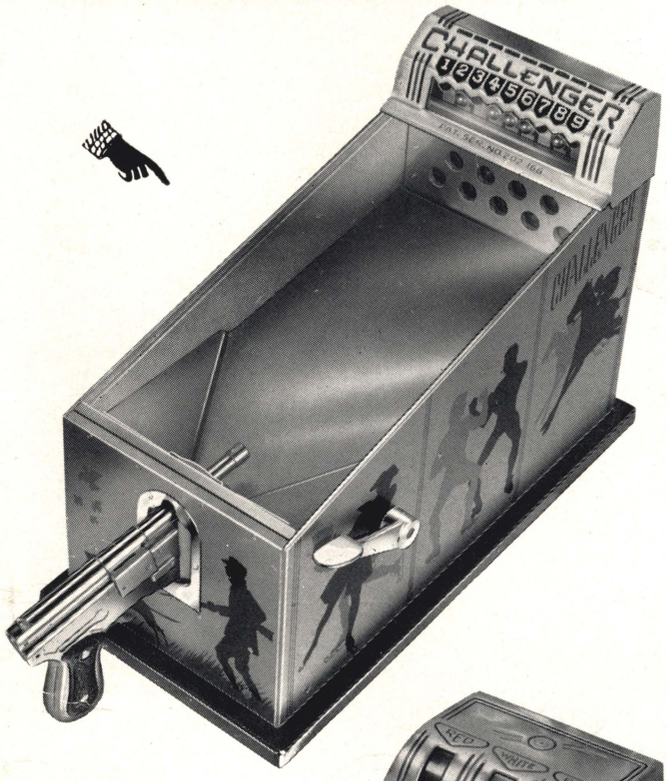

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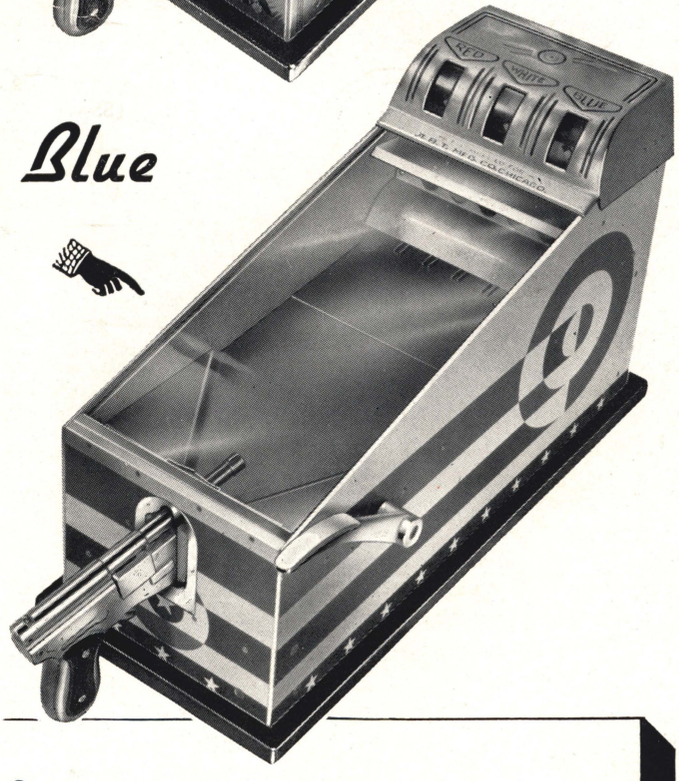

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